



People

RATEBASE: 3,400,000

FREQUENCY: 54 TIMES A YEAR

EDITORIAL MISSION

A Cultural Force. We define celebrity, drive conversation and inspire action. We are your everyday escape, taking you inside the lives of the world's most intriguing people and making you an integral part of the cultural conversation. We enrich your life with indispensable service and social connection.

AUDIENCE PROFILE

Readership	41,863,000	Took action as a result of reading an ad	55%
Median Age	48 years	Subscriptions:Newsstand Ratio	89:11
Median Household Income	\$71,395		
Own Home	65%		
Median Home Value	\$245,238		
Female:Male Ratio	71:29		

Source: MRI Spring 2017; MRI Starch 2017; June 2018 AAM Statements