



RATEBASE: 3,400,000
FREQUENCY: 52 TIMES A YEAR

EDITORIAL MISSION

PEOPLE is 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	28,639,000
Median Age	49 years
Median Household Income	\$75,190
Own Home	67%
Median Home Value	\$267,162
Female:Male Ratio	69:31
Took action as a result of reading an ad	53%
Subscription:Newsstand Ratio	92:8

