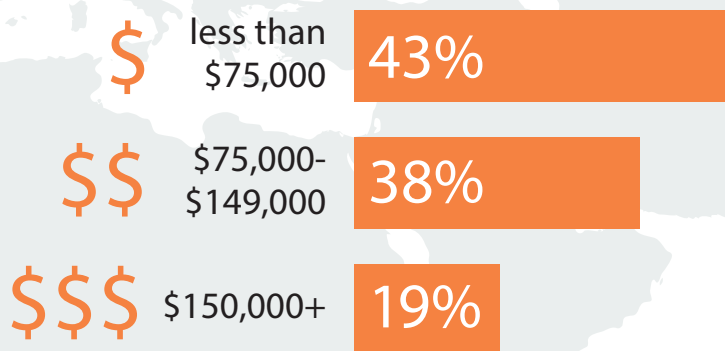


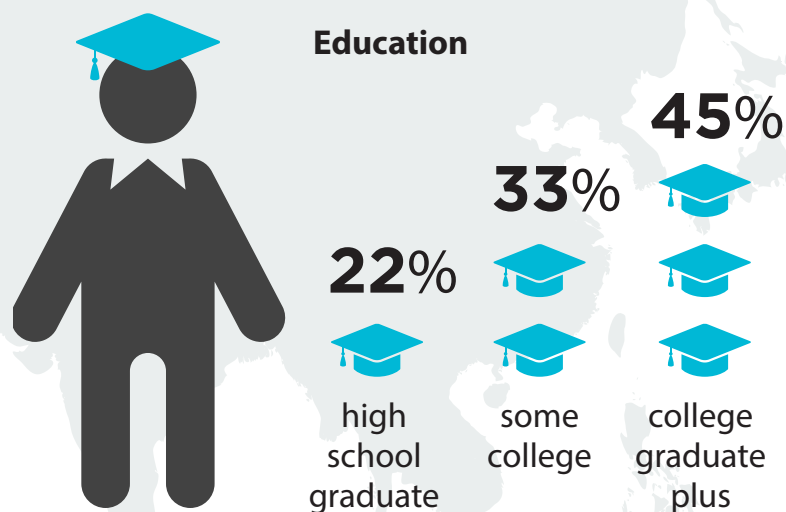
About Digital Readers

»» Digital magazine readers are young, educated professionals

Annual household income



Education



»» 28% of digital magazine readers are between the ages of 18 and 34 and 21% are between 31 and 44



53%

of digital magazine readers are women



47%

of digital magazine readers are men

42%

of U.S. adults reported having read one or more issues of a digital magazine in the last 30 days

