

# Magazine Readers Are a Desirable Target

**Consumers who are heavy users of magazines are younger, more affluent, better educated and more likely to be employed in professional/managerial positions compared to heavy television viewers.**

## Heavy Magazine Readers vs. Heavy TV Viewers

	Index vs. Total U.S. Adult Population	
	Heavy Magazine Readers	Heavy TV Viewers
Median Age	41.3	52.7
Median Household Income	\$ 65,486	\$ 36,216
Median Value of Owned Home	\$ 244,436	\$ 159,388
Household Income \$75,000+	123	56
Graduated College	112	54
Employed	109	59
Professional/Managerial	112	44
Top Management	116	55
Look at/Use Internet 3+ Times a Week	119	69

Base: U.S. Adults 18+  
Source: MRI, Fall 2007