



Reader Demographics

*Interview has a direct dialog with
1.7 million young, affluent influentials*

DUAL AUDIENCE	Male	49 %
	Female	51 %
YOUNG	Median Age	32.9
	Age 18-24	20 %
	Age 25-34	36 %
	Age 35-44	18 %
	Age 45-54	15 %
	Age 25-54	69 %
AFFLUENT	Median HHI	\$82,830
EDUCATED	College Educated	76 %
	Post Graduate	15 %
INFLUENTIAL	Employed	80 %
	Owner/ Partner/ President/ CEO	17 %
	Professional/ Managerial	37 %
	Creative/ Entertainment*	35 %
INDEPENDENT	Single	60 %
READERS PER COPY		7.8

*Source: 2008 MRI SPRING prototype
Based on 2006 Subscriber Study

For more information, contact your advertising sales representative at (212) 941-2886 or interview_ad@brantpub.com

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