

Interview

Mendelsohn Affluent Profile

*Every month, Interview reaches 360,000 affluent readers
with a household income of \$100,000+*

	<u>AUD.(000)</u>	<u>% COMP</u>	<u>INDEX</u>
DUAL AUDIENCE			
Total Audience	360	100	100
Male	188	52	104
Female	172	48	96
AGE			
Median Age	44.8 years		
Age 25-34	65	18	143
Age 35-44	116	32	120
Age 45-54	90	25	78
Age 25-49	228	63	114
Age 25-54	271	75	106
AFFLUENT			
Median HHI	\$159,165		
HHI \$150,000 +	198	55	136
HHI \$200,000 +	117	33	175
HHI \$300,000 +	59	16	200
Median Personal Income	\$95,349		
Personal Income \$100,000 +	160	45	143
Personal Income \$150,000 +	67	19	175
Personal Income \$200,000 +	31	9	237
EDUCATED			
Graduated College+	250	70	116
College Educated	313	87	108
INFLUENTIAL			
Employed	304	87	104
Professional/Managerial	220	61	108
Creative/Entertainment*	--	35	--
HOME OWNERSHIP			
Owned Home	346	96	99
Home Value \$500,000 +	177	49	149
Median Home Value	\$512,558		
Median HHI Assets (Including Principal Residence)	\$1,490,660		

Source: Mendelsohn 2008 Affluent Head of Household Survey HHI \$100,000 prototype

**Source: 2006 Subscriber Study.*

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

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