



# 2017 Magazine Audience



## Demographics

AUDIENCE	(000)	COMP(%)
Total Adults	12,733	100
Women	10,820	85
Married	7,814	61.4
<b>AGE</b>		
25-54	6,090	47.8
Median	53.4	
<b>EDUCATION</b>		
Attended College+	7,776	61.1
<b>OCCUPATION</b>		
Employed	7,129	56.0
<b>HOUSEHOLD INCOME</b>		
HHI \$75K+	5,544	43.5
Median	\$66,182	

THE MOST ENGAGED COMMUNITY OF HOME COOKS

# 47

MINUTES SPENT  
ON AVERAGE  
WITH AN ISSUE

# #1

AMONG  
COMP SET