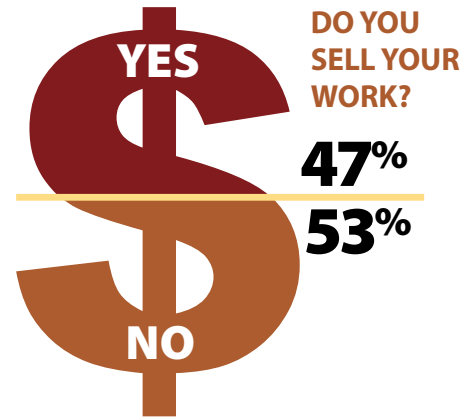


2016 Demographics & Circulation

TOTAL PAID CIRCULATION: 33,236

SUBSCRIBERS: 20,363
SINGLE COPY/NEWSSTANDS: 12,873

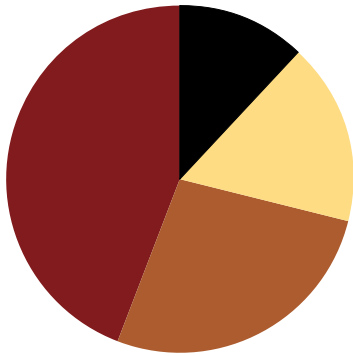


GENDER

M 80%

F 20%

AGE GROUPS

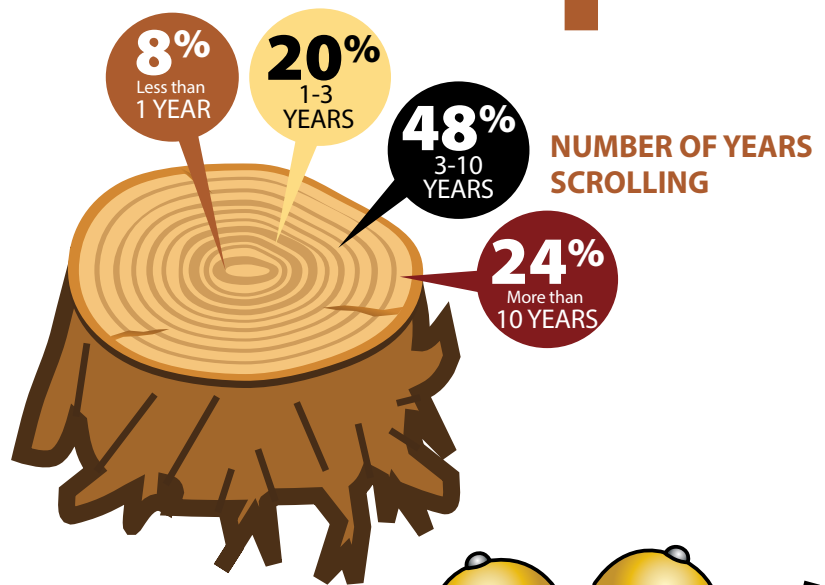


31-45 yrs

46-55 yrs

56-65 yrs

66+ yrs



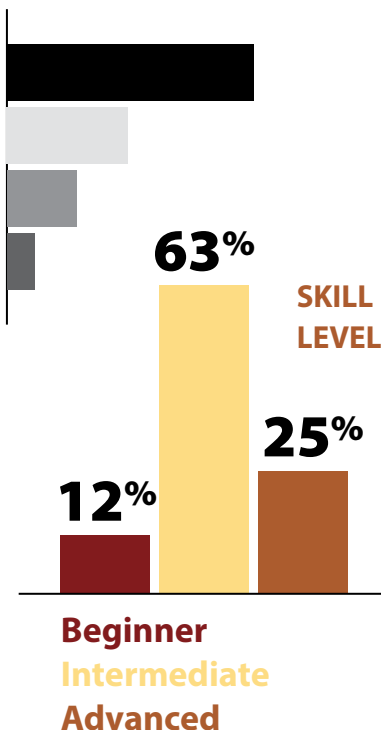
EDUCATION COMPLETED

High School

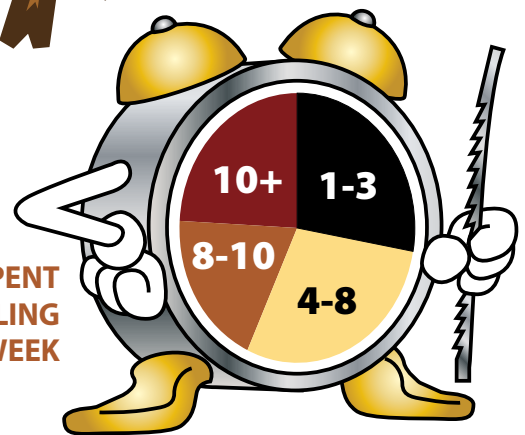
College

Post Grad

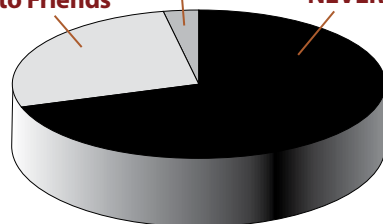
Technical



TIME SPENT SCROLLING PER WEEK



Sometimes to Friends YES NEVER



DO YOU PASS ALONG EACH ISSUE?