

THE SATURDAY EVENING POST

Helping healthy families stay that way.

The Saturday Evening Post complete demographic profile as defined by **Mediamark Research, Inc. FALL 2007 Study**

TOTAL ADULTS – 2,999,000

	Post Readers x (000)	Percent of Composition	Index
CATEGORY:			
Women	1,849	61.7	119
Men	1,150	38.3	79
Parents	667	22.2	66
Grandparent	1,290	43.0	151
Heads of Households	1,976	65.9	104
Principal Shoppers	1,953	65.1	106
Managers & Professionals	524	17.5	75

AGE: (MEDIAN AGE: Adult – 54.7 / Women - 55.5 / Men – 53.5)

18-24	148*	4.9	39
18-34	415*	13.8	48
18-49	1,077	35.9	59
25-34	267*	8.9	50
25-54	1,379	46.0	81
35-44	343*	11.4	58
35-49	662	22.1	74
35-64	1,623	54.1	102
45-54	770	25.7	132
50 and over	1,922	64.1	162
50-64	961	32.1	138
55-64	511	17.0	121
65 and over	961	32.0	198

EDUCATION:

Graduated from College	797	26.6	104
Some College, No Degree	1027	34.2	124
Graduated from High School (No College)	909	30.3	98
Did not Graduate from High School	266	8.9	58
H.S. Graduate or Better	2,733	91.1	108
Attended College or Better	1,824	60.8	121

* PROJECTION RELATIVELY UNSTABLE DUE TO SMALL SAMPLE BASE

The Saturday Evening Post TOTAL ADULTS: (Demographics Continued)

	Post Readers x (000)	Percent of Composition	Index
EMPLOYMENT:			
Working Full-Time or Part-Time	1,687	56.2	86
Not Working	1,313	43.8	126

OCCUPATION:			
Professional	301*	10.0	74
Managerial/Business/Financial	223*	7.4	76
Sales/Office	465	15.5	98
Natural Res./Crafts/Construction	150*	5.0	69
Other	548*	18.3	97

INDIVIDUAL EMPLOYMENT INCOME:		(Median IEI: \$ 31,951)	
\$40,000 - \$49,999	163*	5.4	70
\$30,000 - \$39,999	226*	7.5	72
\$25,000 - \$29,999	181*	6.0	115
\$20,000 - \$24,999	178*	5.9	124
\$10,000 - \$19,999	300*	10.0	110
Less than \$10,000	129*	4.3	57
\$50,000 or more	509	17.0	83
\$40,000 or more	672	22.4	80
\$25,000 or more	1079	36.0	82

HOUSEHOLD INCOME:		(Median HHI: \$ 50,456.00)	
\$60,000 - \$74,999	303*	10.1	90
\$50,000 - \$59,999	370*	12.3	144
\$40,000 - \$49,999	411*	13.7	143
\$30,000 - 39,999	244*	8.1	90
\$20,000 - \$29,999	368	12.3	118
Less than \$20,000	459	15.3	100
\$100,000 or more	455	15.2	70
\$75,000 or more	844	28.1	81
\$60,000 or more	1,147	38.2	83
\$50,000 or more	1,517	50.8	93
\$40,000 or more	1,928	64.3	100
\$30,000 or more	2,172	72.4	97

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The Saturday Evening Post TOTAL ADULTS: (Demographics Continued)

	Post Readers x (000)	Percent of Composition	Index
VALUE OF HOME, IF OWNED:			
\$ 500,000 or More	269*	9.0	93
\$ 200,000 - \$ 499,999	716	23.9	87
\$ 100,000 - \$ 199,999	567*	18.9	98
Under \$ 100,000	509*	17.0	131

TENURE AT PRESENT ADDRESS:			
Less than 1 Year	381*	12.7	72
1 - 4 Years	772	25.7	87
5 Years or More	1,846	61.6	117
Home Owned - Yes	2,081	68.7	99

MARITAL STATUS			
MARRIED:	1,517	50.6	91
UNMARRIED:	1,482	49.4	112

PRESENCE OF CHILDREN BY AGE:			
Under 12 Months	43*	1.4	33
12 - 23 Months	27*	0.9	22
Under 2 Years	70*	2.3	29
Under 6 Years	229*	7.6	41
2 - 5 Years	194*	6.5	45
6 - 11 Years	418*	13.9	74
12 - 17 Years	478	15.9	80

COUNTY SIZE:			
A	1,003	33.4	81
B	869	29.0	96
C	577*	19.2	132
D	551*	18.4	129

LIFE CYCLES:			
Respondent 50+ 1 per HH	506	16.9	195
Respondent 50+ married no kids	917	30.6	144
Respondent 50+ married with kids	109	3.6	98
Balance of Respondents 50+	390*	13.0	224

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CPM's

BASED ON TOTAL AUDIENCE AS DEFINED
BY MRI FALL 2007 REPORT

	READERS x (000)	READERS Per COPY	4/C PAGE RATE	4/C CPM	B/W PAGE RATE	B/W CPM
THE SATURDAY EVENING POST	2,999	8.33	\$ 13,602	\$ 4.53	\$ 10,888	\$ 3.63
AARP THE MAGAZINE	33,256	1.36	446,700	13.43	435,910	13.11
ARTHRITIS TODAY	4,125	5.52	33,735	8.18	26,500	5.70
BETTER HOMES & GARDENS	39,132	5.08	428,900	10.96	354,500	9.06
COUNTRY LIVING	11,096	6.81	141,000	12.71	103,100	9.29
DIABETES FORECAST	4,355	8.80	23,100	5.30	17,520	4.02
FAMILY CIRCLE	21,987	5.65	233,200	10.61	196,200	8.92
GOOD HOUSEKEEPING	25,592	5.47	324,975	12.70	258,990	10.12
HEALTH	7,762	5.39	93,500	12.05	84,000	10.82
LADIES' HOME JOURNAL	13,631	3.37	239,400	17.56	226,700	16.63
MEN'S HEALTH	10,874	6.15	158,825	14.61	-----	--- --
MIDWEST LIVING	3,814	3.92	118,000	30.94	72,100	18.91
NATIONAL GEOGRAPHIC	31,357	6.64	204,495	6.52	173,820	5.54
PREVENTION	11,351	3.29	136,200	12.00	116,700	10.28
READER'S DIGEST	37,949	3.74	228,900	6.01	199,600	5.26
REDBOOK	9,808	4.12	139,800	14.25	111,800	11.40
SELF	5,780	3.92	131,840	22.81	88,280	15.27
SOUTHERN LIVING	15,560	5.33	162,000	10.41	117,290	7.54
SUNSET	4,779	3.44	95,625	20.01	68,900	14.42
TIME	20,909	5.18	241,350	11.54	157,400	7.53
TRAVEL + LEISURE	4,730	4.48	101,325	21.42	68,910	14.57
U.S. NEWS & WORLD REPT	9,709	4.86	147,093	15.15	98,490	10.14
VFW MAGAZINE	3,470	2.19	33,550	9.67	26,500	7.64
WEIGHT WATCHERS	10,313	8.32	68,900	6.68	48,230	4.68
WOMAN'S DAY	22,787	5.73	240,370	10.55	200,765	8.81
YANKEE MAGAZINE	2,042	4.39	17,520	8.58	15,770	7.72

SOURCE: MRI FALL 2007 STUDY