



# CIRCULATION & DISTRIBUTION

*The Saturday Evening Post* has an established and expanding appeal among highly sought-after demographics. Leading the way is the 50+ audience—one of the fastest growing markets and one that boasts 40% of the country’s total discretionary income. On average, our audience spends 41 minutes reading the *Post*.



Stable rate base since 2002

Base rate of 350,000 guaranteed paid subscribers

Pass-along rate of 8.3 translates to 2.9 million readers per issue

52% of readers are female

99% subscription / 1% newsstand

Verified circulation is not included in our total circulation

56% subscription renewal rate

More than 85% of *Post* subscribers are direct-to-publisher sold

Readers pay an average of \$1.81 per copy



THE SATURDAY EVENING POST