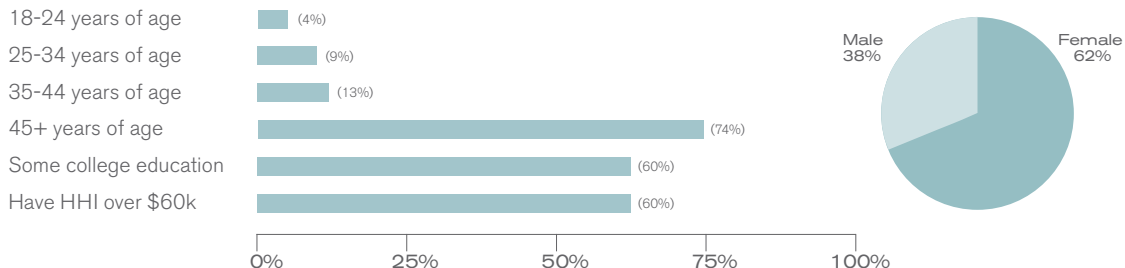


READER PROFILE & ATTITUDES

POST READERS ARE MATURE



POST READERS ARE ENGAGED WITH THE MAGAZINE

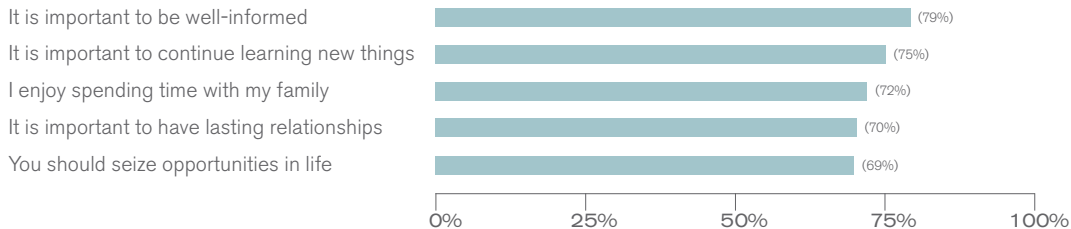
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POST READERS' OUTLOOK ON LIFE



Sources: MRI 2009 Doublebase (Leisurestyles), Simmons 2009 Summer INCS full yr (True Touch)

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Sources: MRI 2009 Doublebase (Leisurestyles), Simmons 2009 Summer INCS full yr (True Touch)

THE SATURDAY EVENING POST
