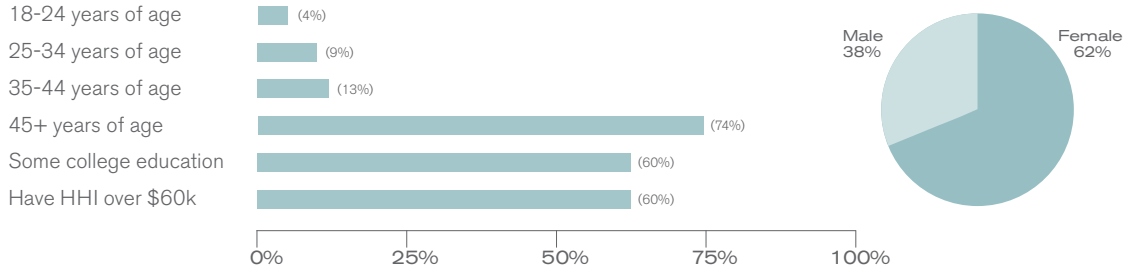


# READER PROFILE & ATTITUDES

## POST READERS ARE MATURE



## POST READERS ARE ENGAGED WITH THE MAGAZINE

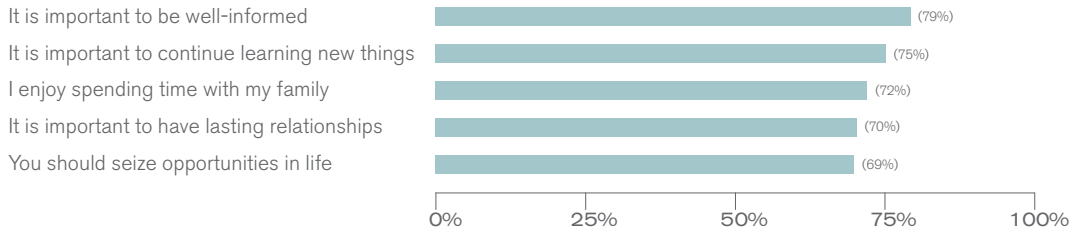
Magazines are main source of entertainment **168** / INDEX

Magazines keep me informed **179** / INDEX

Magazines are a source of learning **124** / INDEX

Enjoy reading ads in magazines **133** / INDEX

## POST READERS' OUTLOOK ON LIFE



Sources: MRI 2008 Doublebase (Leisurestyles), Simmons 2008 Summer INCS full yr (True Touch)

# READER PROFILE & ATTITUDES

## POST READERS ARE RECEPTIVE TO ADS

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Advertising gives true picture of products **143** / INDEX

I like to look at advertising **128** / INDEX

Advertising keeps me up-to-date about products and services **127** / INDEX

## POST READERS ARE INVOLVED

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### LEISURE

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Book Clubs **215** / INDEX

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Civic Clubs/Organizations **186** / INDEX

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Sources: MRI 2008 Doublebase (Leisurestyles), Simmons 2008 Summer INCS full yr (True Touch)

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**SATURDAY EVENING POST**

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