

**AFFLUENT
READERS, LOTS OF
THEM.**

REACH A DUAL AUDIENCE.

Male	38%
Female	62%

THEY'RE IN THEIR PEAK SPENDING YEARS.

Average age	54
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**WELL-EDUCATED CONSUMERS
MAKE SMART BUYING DECISIONS.**

	<i>New Jersey Monthly</i>	U.S. Subscribers	Adults Index
Graduated college or more	67%	37%	180
Postgraduate with degree	26%	8%	316

**OUR SUBSCRIBERS
ARE YOUR BEST
CUSTOMERS AND
PROSPECTS.**

Good times or bad, our readers have more to spend. With household incomes almost three times the general public, our subscribers are in far better financial positions than others.

HOUSEHOLD INCOME: They can afford your best.

	<i>New Jersey Monthly</i>	U.S. Subscribers	Adults Index
Average HHI	\$239,600	\$81,000	295
Median HHI	\$134,600	\$60,700	222

WEALTH: More than 40% of *New Jersey Monthly* subscribers are millionaires.

HOME OWNERSHIP: Their homes are still worth two-and-a-half times the national average.

	<i>New Jersey Monthly</i>	U.S. Subscribers	Adults Index
Own residence	94%	77%	121
Average value	\$757,500	\$299,100	253
Own vacation/weekend home	21%		

EMPLOYMENT: High income jobs means they have more to spend with your company.

	<i>New Jersey Monthly</i>	U.S. Subscribers	Adults Index
Professional/managerial	49%	31%	156
Business owners	26%	11%	236

Photography:
Colin Archer/Agency New Jersey

Sources: *New Jersey Monthly* Subscriber Study, MMR; *New Jersey Monthly* Prototype; Federal Reserve Survey of Consumer Finances; U.S. Census Bureau, 2006,