

MIDWEST LIVING AT A GLANCE

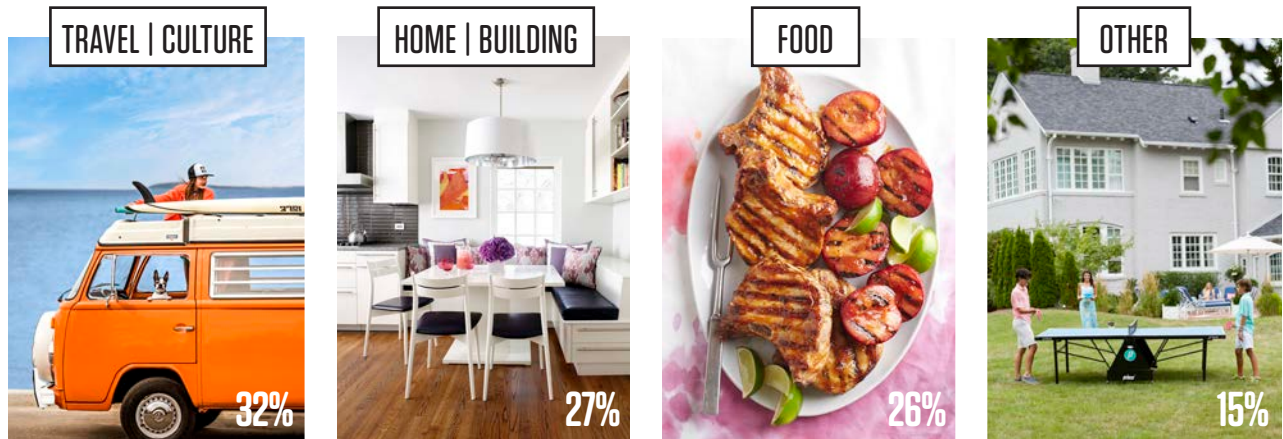


BRAND MISSION

Midwest Living is the leading lifestyle media brand that explores the Midwest region, savors its uniqueness and celebrates its way of life. With a deep Midwest knowledge, spirit and relevance, the brand inspires its community to experience the best of the region in travel, food, home and lifestyle.

EDITORIAL COVERAGE

Midwest Living is escape, inspiration and actionable, regularly featuring topics tailored to our readers' lifestyle.



% OF TOTAL EDITORIAL

Source: Media Radar; August 2017

CIRCULATION

950,000
ADVERTISING
RATE BASE

959,156
TOTAL CIRCULATION

96%
SUBSCRIPTIONS

1.6%
SINGLE COPY

6 x/YEAR
FREQUENCY

\$4.95
AVERAGE SINGLE
COPY PRICE

\$19.97
SUBSCRIPTION
PRICE



Source: AAM Publisher's Statement, June 2017

READER PROFILE

DEMOGRAPHICS	(000)	% COMP
Adults	3,241	100
Women	2,451	76
Men	791	24
Adult Readers Per Copy	3.4	

AGE		
18—49	1,035	32
25—59	1,691	52
25—64	2,084	64
35—64	1,807	56
Median Age	58	

HOUSEHOLD INCOME		
\$50,000+	2,277	70
\$60,000+	1,970	61
\$75,000+	1,635	50
\$100,000+	1,086	34
Median HH Income	\$75,650	

MARITAL STATUS		
Married	2,312	71

HOME OWNERSHIP		
Own Home	2,803	87
Median Home Value	\$206,654	

EDUCATION/EMPLOYMENT		
Attended/Graduated College+	2,234	69
Professional/Managerial	820	25
Employed	1,637	51
Dual Income Household	975	30

Source: MRI Doublebase 2017. Base: Total Adults.