



Reach over 700,000 influential readers

200,555 total paid and verified circulation

3.5 readers per copy

701,943 total audience

Source: Harvey Research Study, 2011

Reader Profile

67%	Optimistic
52%	Active and on the go
40%	Risk taker
39%	Opinion leader
36%	Early adopter of new eco-friendly products

Source: Harvey Research Study, 2011

53% Male

47% Female

Source: Harvey Research Study, 2011

- 90% attended college
- 53% are married
- 45% are 35 - 64
- 40% have a household income greater than \$75K

Source: Harvey Research Study, 2011