



Monitor Readers

Affluent

The mean annual household income is \$112,500

The mean household net worth is \$1,058,000

Well educated

83 % have graduated from a four year college or more

47 % hold a postgraduate degree

Thought leaders

83 % voted in federal, state, or local election

37 % served on a committee for some local organization

31 % are active member of any group that tries to influence public policy or government

Active investors

66% own mutual funds

52% own common or preferred stock

Experienced travelers

53 % have taken a trip to a foreign country in the last 3 years

Business professionals

81 % of our employed readers are professional/managerial

34 % of our employed readers are an owner or partner

10 % of our employed readers are C-level executives

Gender

Women 59% Men 41%

Median Age

66