

# The CHRISTIAN SCIENCE MONITOR



*Among its peers*

## NEWSWEEKLIES

	TCSM	Economist	Time	Newsweek
<b>Gender</b>				
Men	41%	86%	53%	56%
Women	59%	14%	47%	44%
<b>Affluent</b>				
Median Household Income	\$112,500	\$250,000	\$72,206	\$75,263
<b>Education</b>				
Graduated College	83%	na	41%	42%
Post-graduate degree	47%	na	na	na

## THOUGHT LEADER PUBLICATIONS

	TCSM	Smithsonian	The Atlantic	New Yorker
<b>Gender</b>				
Men	41%	49%	56%	52%
Women	59%	51%	44%	48%
<b>Affluent</b>				
Median Household Income	\$112,500	\$68,335	\$152,584	\$79,088
<b>Education</b>				
Graduated College	83%	49%	68%	81%
Post-graduate degree	47%	21%	41%	na

Source: Monitor data via Summer 2007 MRI Subscriber Study, MRI Custom Division; All other publications sourced from their individual media kits