

2013 Media Kit

AUDIENCE

rate card
52



SOUTHERN LIVING MAGAZINE / DEMOGRAPHIC PROFILE

SOUTHERN LIVING.COM DEMOGRAPHIC PROFILE

Rate Base: 2,800,000 | Total Audience: 14,997,000

Unique Visitors: 1,228,000 | Page Views: 11,000,000

Female	77%
Median Age	51.2
Median Household Income	\$64,837
Own Home	79%
College +	65%

Female	80%
Median Age	53.7
Median Household Income	\$66,062
Own Home	78%
College +	77%

1 in 5 Southern Women Read Southern Living

Sources:

- 2012 MRI Doublebase; 2012 Southern Living Source Media Engagement Study; MRI AdMeasure January - June 2012
- Traffic, comScore August 2012. Demographics, Nielsen @Plan Q2, 2012

Southern Living®