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Media

Air and Space magazine Reader Profile

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	AUDIENCE	%COMP	INDEX
Total Adults	1,011,000	100%	100
Men	860,000	85%	176
Women	151,000	15%	29
HOUSEHOLD INCOME			
\$60,000+	642,000	64%	138
\$75,000+	455,000	45%	129
Median HHI		\$70,931	
Median IEI		\$49,901	
EDUCATION			
College Educated+	769,000	76%	144
Graduated College+	506,000	50%	196
Post-graduate Degree	175,000	17%	208
AGE			
Age 35-64	635,000	63%	118
Age 40-59	481,000	48%	129
Median Age		47	
OCCUPATION/JOB STATUS			
Professional/ Managerial	398,000	39%	169
INFLUENTIALS			
	156,000	15%	198
HOME/MARITAL STATUS			
Own Home	773,000	76%	110
Married	677,000	67%	119
REGIONS			
Counties A or B	696,000	69%	97
Counties C or D	314,000	31%	108

Source: 2008 MRI Doublebase Publisher defined Prototype

For more information, contact your goSmithsonian representative, or Kerry Bianchi, *Group Publisher*, at (212) 916-1338 today.

AIR&SPACE