

subscriber profile

Cincinnati Magazine is the **MUST READ** for sophisticated and aspirational consumers and a **MUST BUY** for the advertisers who want to reach this market in Cincinnati USA.

The following profile is from a subscriber study published October 2008, conducted by Ipsos-Mendelsohn, one of the country's top qualitative research companies.

demographics

The average annual household income of subscribers is **\$219,000**.
32.8% are millionaires. Our subscribers have an average net worth of **\$1.285 million dollars**.
The average investment portfolio (stocks, bonds, cd's & money market funds) is **\$1.232 million dollars**.

The average number of people per household is **2.3**.

72.5% are married.

91% attended college. **34.6%** have post-graduate degrees or study.

40% of primary readers are male. **60%** are female.

The average age of subscribers is **54.7** years.

34.3% are **25-49** years old

44.8% are **25-54** years old

61.5% are **35-64** years old

55.8% are **40-64** years old

27.5% are **65+**

readership

Magazines engage people like no other medium. This relationship enhances the credibility of the advertising environment, causing consumers to take action. *Cincinnati Magazine* has a cumulative readership of **256,728** readers. (*The Media Audit, Feb-Mar, 2010, Cumulative*)

The average subscriber has subscribed for over 4 years and refers to each issue an average of **3.7** times.

Subscribers spend an average of **60** minutes with each issue. **35.9%** are new subscribers

[Cincinnati Magazine]

readers take action

96% of subscribers have taken action as a result of reading the magazine.

74.2% dined in a restaurant

15.4% accessed an advertiser's website

68.0% discussed something read in the magazine

50.2% passed the magazine along to a friend

20.4% used travel information for vacations, weekend or day trips

32.2% shopped at a specific store

21.3% used dine / calendar listings to make reservations

35.1% recommended a restaurant, product, store or service

at home

91.2% of subscribers own their principal residence

The average value of subscriber's principal residence is valued at **\$363,100**.

31.6% of subscribers own a second / vacation home, with an average value of **\$500,200**.

80.2% own a private residence • **11.0%** own a condominium or townhome • **8.8%** rent their home

on the job

Of the employed *Cincinnati Magazine* subscribers

88.7% are in professional, sales or managerial positions. • **28.2%** are business owners or partners.

18.5% are members of a corporate or civic board of directors.

lifestyle & travel

68.1% of subscribers attend concerts, arts/culture, dance, ballet and/or live theater.

The average subscriber dines out at a fine dining, hotel or club **9.3** times each month.

24% have made a wedding purchase in the past 12 months.

21% have spent over **\$3,200** on a party or reception over the past 12 months.

50.9% spent a significant amount on jewelry or fine writing instruments over the past 12 months.

Subscribers spent an average of **\$1,992** on fine jewelry in the past year.

36.3% have visited a day spa or massage therapist in the past 12 months.