

READER PROFILE

AUDIENCE

TOTAL AUDIENCE 4,030,000
READERS PER COPY 3.1

GENDER

MALE 53%
FEMALE 47%

MARITAL STATUS

MARRIED/PARTNERED 80%

AVERAGE HHI

\$843,520

TOTAL NET WORTH

\$1 MILLION + 84%
\$3 MILLION + 54%
\$5 MILLION + 32%
AVERAGE \$4,860,000

EMPLOYMENT

EMPLOYED 69%
SELF-EMPLOYED 45%

JOB TITLE

TOP MANAGEMENT 77%
CHIEF-TITLES 58%

BOARD OF DIRECTORS

AT COMPANIES
OR ORGANIZATIONS
BESIDES THEIR OWN 49%

EDUCATION

COLLEGE DEGREE 90%
POST-GRADUATE DEGREE 49%

CHILDREN IN HOUSEHOLD

ANY 36%
UNDER 18 19%
18 YEARS + 20%



Source: 2016 DEPARTURES Reader Survey

Membership Access