

► Readership Profile

Sky's audience ►

Audience Per Issue	5,851,000
Readers Per Copy	10.75
Circulation Per Month	600,000
Median Age	46
Average Household Income (HHI)	\$131,208
Average Personal Income (IEI)	\$86,551
Average Value of Home	\$355,908

Sky's readers

READERS

Men	51%
Women	49%
Married	64%
Single	36%

AGE

Age 25-54	58%
Age 35-54	43%
Age 50+	40%

EDUCATION

College Educated	82%
Post-Graduate Degree	24%

EMPLOYMENT

Employed	74%
Professional/Managerial	42%
Top Management	10%

HOME OWNERSHIP

Owns a Home	76%
Home Value 200,000+	54%

AFFLUENCE

HHI \$100,000+	61%	IEI \$75,000+	34%
HHI \$150,000+	37%	IEI \$100,000+	24%
HHI \$200,000+	22%	IEI \$150,000+	11%

Sky's readers are

LOYAL CONSUMERS 87% say that when they find a brand they like, they stick to it. **79%** agree that if a product is made by a company they trust, they will pay more for it.

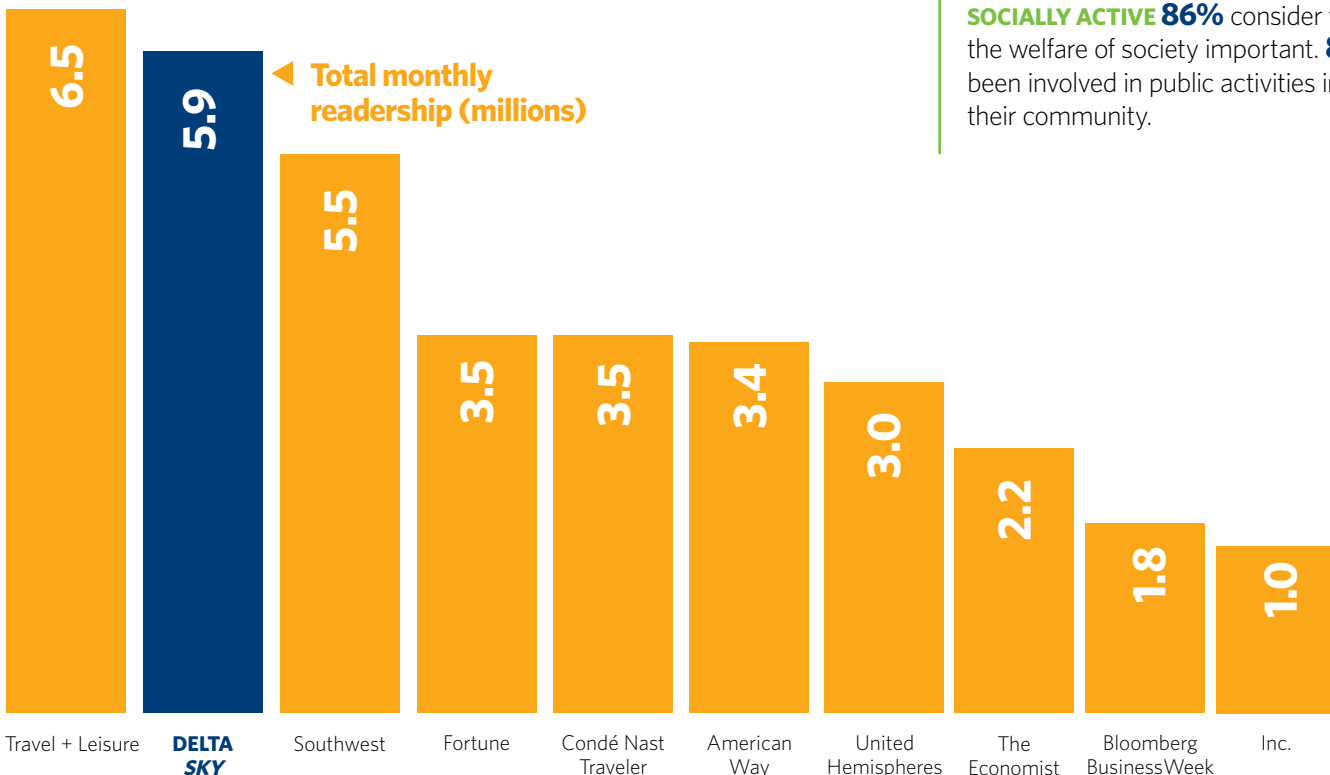
AMBITIOUS 83% are ambitious and consider aspiring to get ahead important. **72%** often lead others. **89%** consider learning throughout life very important.

ADVENTURE SEEKERS 86% value excitement in their lives. **76%** prefer to travel to places they've never been on their vacations. **57%** choose active vacations.

QUALITY CONSCIOUS 73% agree that they buy based on quality, not prices. **67%** are willing to pay more for top-quality electronics.

UP-TO-DATE 57% prefer products that offer the latest in new technology. **59%** are willing to pay more for a product that is environmentally-safe.

SOCIALLY ACTIVE 86% consider working for the welfare of society important. **87%** have been involved in public activities in their community.



*MRI only surveys the continental USA
Delta Sky's total (international + domestic) readership is estimated to be 6,453,000