

Reader's Digest

Large Print Edition

Demographic Profile

Total Audience	1,768,000	
Median Age	64	
Average HHI	\$72,193	
Readership	Audience	% Comp
Men	666,000	38%
Women	1,102,000	62%
Married	1,151,000	65%
Age		
Age 50+	1,407,000	80%
HHI		
HHI \$30,000+	1,337,000	76%
HHI \$50,000+	967,000	55%
HS Grad or Equivalent or More	1,600,000	91%
Attended/Graduated College+	1,013,000	57%
Employed	767,000	43%
Retired	739,000	42%
Own Home	1,485,000	84%

Source: MRI Spring 2010

Note: RDLP is measured as a publisher-defined prototype.

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