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DEMOGRAPHICS
68% Top executives, owners, managers, professionals
\$220,000 Average household income
\$500,000 Average residence value
\$1.16 mil. Average household net worth
43% Post-graduate work or post-grad degree
39% Between 25-54 years old
56 Average age
61% Male
39% Female

SITE TRAFFIC & USAGE
737,604 Pageviews per month
179,972 Sessions per month
107,590 Unique monthly visitors
4.03 Pages viewed per session
50% Visit site at least once a week
89% Took any action while on the site
69% Forwarded a link
67% Discussed article or ad with others

Sources: Readex Research; Google Analytics (3-month average as of 10/1/17)

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