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DEMOGRAPHICS
74% Top executives, owners, managers, professionals
\$268,000 Average household income
\$593,000 Average residence value
\$2.09 mil. Average household net worth
44% Post-graduate work or post-grad degree
32% Between 25-54 years old
58 Average age
64% Male
36% Female

SITE TRAFFIC & USAGE
761,200 Pageviews per month
187,092 Sessions per month
107,300 Unique monthly visitors
4.33 Pages viewed per session
48% Visit site at least once a week
91% Took any action while on the site
65% Discussed article/ad with others
57% Forwarded a link/article/ad

Sources: Readex Research 2018; Google Analytics (3-month average as of 7/1/18)

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