



YANKEE MAGAZINE DEMOGRAPHICS

The *Yankee* subscriber is an educated, responsive consumer engaged with their community and our magazine, and on average our subscribers have been reading our magazine for 12.6 years.

Female	68%
Married	70%
Median Age	60.6
Own home	82%
Average HHI	\$94,700
Average Home Value	\$360,000

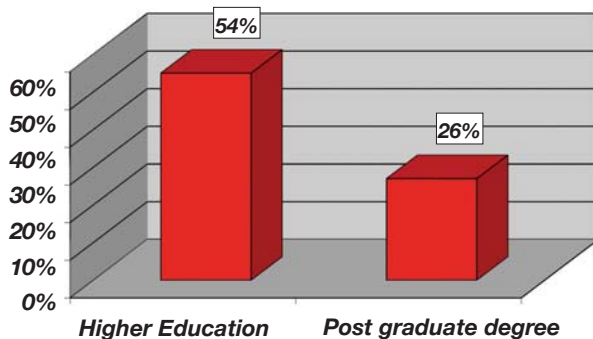
Influential/Active in community:

- 93% have donated to non-profit in the last 12 months

ACTIONS TAKEN AFTER READING YANKEE MAGAZINE:

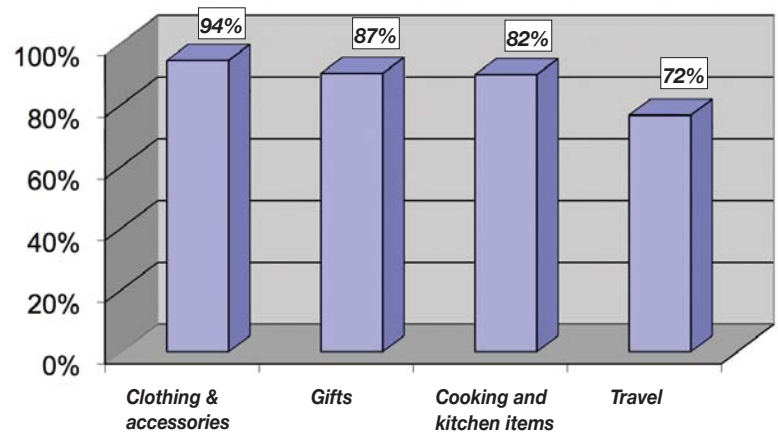
- 77% cooked a recipe
- 77% purchased product/service
- 71% made travel plans
- 70% visited advertiser Web site
- 53% saved the whole issue for future reference
- 42% visited YankeeMagazine.com

EDUCATION



YANKEE SUBSCRIBERS' PURCHASING BEHAVIOR IN THE PAST YEAR

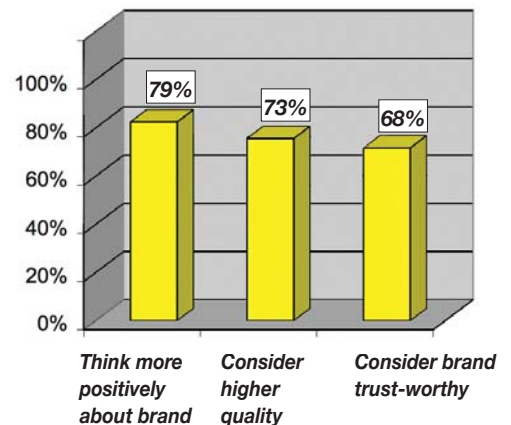
DEMOGRAPHICS



YANKEE SUBSCRIBERS ARE INTERESTED IN ...

- 89% Theater & Arts
- 86% Reading
- 86% Cooking/Baking
- 75% Gardening
- 67% Home Improvement
- 54% Decorating

BRAND PERCEPTION WHEN ADVERTISING IN YANKEE



Source: Accelara Publishing Survey, January 2013