

SKY



DELTA SKY 2011 READER PROFILE

Audience Per Issue 4,736,000
Readers Per Copy 7.8
Circulation Per Month 600,000
Median Age 46.3
Average Household Income (HHI) \$125,200
Average Personal Income (IEI) \$80,200
Average Value of Home \$353,763

READERS
 Men 54%
 Women 46%
 Married 62%
 Single 38%

AGE
 Age 25-54 68%
 Age 35-54 33%

EDUCATION
 College Educated 83%
 Post-Graduate Degree 25%

EMPLOYMENT
 Employed 67%
 Professional/
 Managerial 48%

HOME OWNERSHIP
 Owns a Home 78%
 Value of Owned Home \$300,000+ 40%

AFFLUENCE
 HHI \$100,000+ 57%
 HHI \$150,000+ 33%
 HHI \$200,000+ 18%
 IEI \$75,000+ 33%
 IEI \$100,000+ 24%
 IEI \$150,000+ 9%

SOURCE: GfK MRI Fall 2010

SKY READERS ARE:

Loyal Consumers 89% say that when they find a brand they like, they stick to it. **82%** agree that if a product is made by a company they trust, they will pay more for it.

Ambitious 86% are ambitious and consider aspiring to get ahead important. **66%** like to lead others.

Adventure-Seekers 90% crave excitement in their lives. **84%** enjoy the challenge of doing something they have never done before. **77%** prefer to travel to places they've never been on their vacations. **60%** choose active vacations.

Quality Conscious 75% agree that they buy based on quality, not price. **52%** are willing to pay more for top quality electronics.

Magazine Readers 69% believe magazines keep them up-to-date with the latest styles and trends. **62%** say magazines give them good ideas. **57%** say that magazines are a good source of learning.

Up-To-Date 61% prefer products that offer the latest in new technology. **60%** are willing to pay more for a product that is environmentally-safe.

Socially Active 92% consider working for the welfare of society important.

SOURCE: GfK MRI Doublebase 2009

