

► Readership Profile

Sky's audience ►

Audience Per Issue (continental U.S.A)	5,022,000
Readers Per Copy	9.25
Circulation Per Month	603,000
Median Age	48
Average Household Income (HHI)	\$124,650
Average Personal Income (IEI)	\$83,084
Average Value of Home	\$352,936

Sky's readers

READERS

Men	54%
Women	46%
Married	60%
Single	40%

AGE

Age 25-54	55%
Age 35-54	39%
Age 50+	47%

EDUCATION

College Educated	84%
Post-Graduate Degree	21%

EMPLOYMENT

Employed	72%
Professional/Managerial	43%
Top Management	11%

HOME OWNERSHIP

Owns a Home	72%
Home Value \$200,000+	55%

AFFLUENCE

HHI \$100,000+	56%	IEI \$75,000+	34%
HHI \$150,000+	34%	IEI \$100,000+	22%
HHI \$200,000+	18%	IEI \$150,000+	9%

Sky's readers are

LOYAL CONSUMERS 87% say that when they find a brand they like, they stick to it. **79%** agree that if a product is made by a company they trust, they will pay more for it.

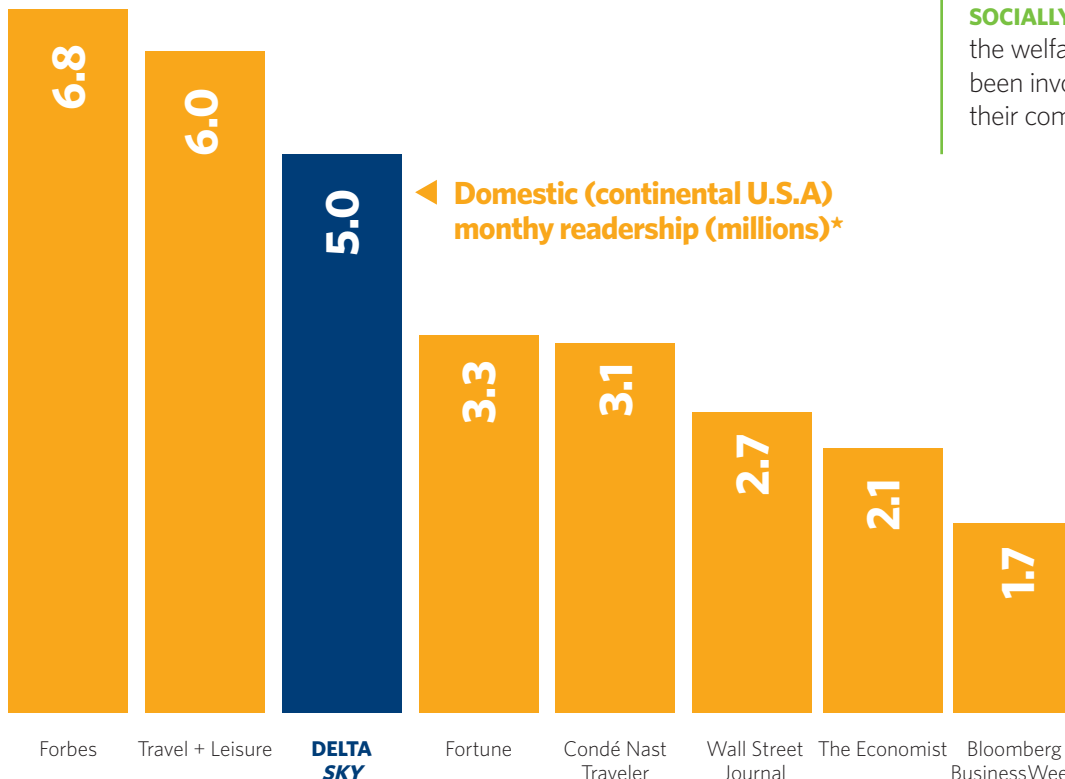
AMBITIOUS 83% are ambitious and consider aspiring to get ahead important. **72%** often lead others. **89%** consider learning throughout life very important.

ADVENTURE SEEKERS 86% value excitement in their lives. **76%** prefer to travel to places they've never been on their vacations. **57%** choose active vacations.

QUALITY CONSCIOUS 73% agree that they buy based on quality, not prices. **67%** are willing to pay more for top-quality electronics.

UP-TO-DATE 57% prefer products that offer the latest in new technology. **59%** are willing to pay more for a product that is environmentally-safe.

SOCIALLY ACTIVE 86% consider working for the welfare of society important. **87%** have been involved in public activities in their community.



*MRI only surveys the continental U.S.A.
Delta Sky's total (international + domestic) readership is estimated to be 5,577,000