

GLOBE, EXAMINER, SUN

Demographic Profile*

- **Total Audience:**
6,020,000
- **Frequency:**
Weekly
- **Women:**
3,925,000
- **Men:**
2,095,000
- **Women/Men Ratio:**
65/35
- **Median Age:**
45.1
- **Median HHI:**
\$49,121
- **Total \$ Spent on Mail/Phone/Internet Orders (last 12 months):**
\$732,841,000
- **Average \$ Spent Personally on Mail/Phone/Internet Orders (last 12 months):**
\$409

* Publisher's Estimate



These are your true I-Love-the-Tabloids readers.

They turn to *Globe*, *Examiner* and *Sun* for entertaining, informative and outrageous content they won't get anywhere else.

Tabloids to a "T". That's the best way to describe these two weekly publications, the *Globe* and *Examiner*. Filled with the unvarnished truth and the edgiest gossip, *Globe* and *Examiner* deliver a compelling, provocative read to more than 1.1 million newsstand buyers each week.

The Sun, with its accent on health, religion, predictions and prophecies, is the tabloid of choice for 200,000+ older newsstand buyers.