



## Subscriber Demographics

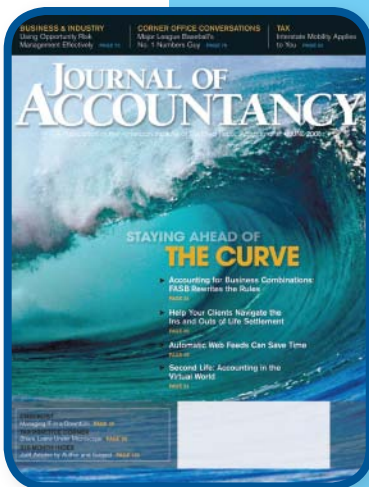
*Journal of Accountancy* subscribers are **affluent** (average net worth is more than \$1.3 million), **educated** (100% have a college degree), and **in their prime** (79% are in the desired 35-54 age bracket), making them **excellent prospects** for your products and services.

Gender	JofA	% of Total	Comparison to U.S. Adults <sup>1</sup>
Male	241,229	70.2%	48.1%
Female	102,402	29.8%	51.9%

Average Age	JofA	% of Total	Comparison to U.S. Adults <sup>1</sup>
35-44	92,780	27.0%	20.5%
45-54	178,688	52.0%	19.0%
>55	72,163	20.9%	29.2%

	JofA	% of Total	Comparison to U.S. Adults <sup>1</sup>
College degree or more	343,631	100%	24.9%
Avg. Personal Income	\$144,200	-	\$42,300
Avg. HHI	\$192,700	-	\$66,300
Avg. Net Worth	\$1,325,300	-	-

Source: *Journal of Accountancy* Subscriber Study, MRI Market Solutions, 2006  
MRI Spring 2005 Adults Data,  
BPA Audit Statement, June 2008



"I have found the *Journal of Accountancy* to be a great partner to me as our business and marketing needs evolve. They reach one of the largest audiences in the tax and accounting world, they can target sub-segments of that market when appropriate, and they are creative in working with you to reach that audience. When I have a new promotion or launch, one of the first people I contact is my *JofA* account manager to brainstorm our options."

— Adam Schair, VP Branding,  
Thomson Tax & Accounting