

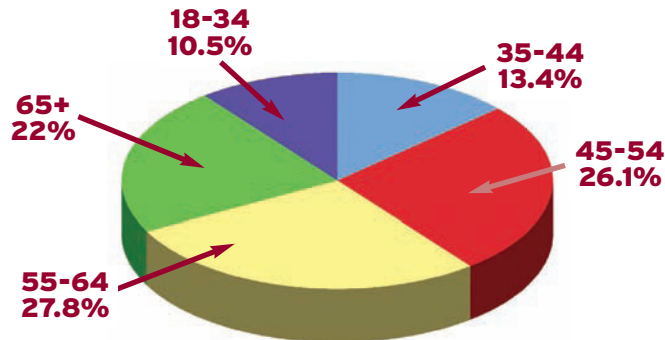


# READER DEMOGRAPHICS

## Who is the Weider History Group Reader? MALE, EDUCATED, WEALTHY, INFLUENTIAL!

Male.....75%  
Female.....25%

### AGE



18-49 .....33%  
25-54 .....46%  
**Median Age .....55**

### EDUCATION

Education Level	Percentage	Index
College educated.....	78.6%	207
Graduated College + .....	52.4%	149
Post Graduate degree .....	22%	274

### JOB STATUS

Job Status	Percentage	Index
Employed .....	64.3%	99
Professional/Managerial .....	36.2%	157
Mgmt/Bus/Financial.....	14%	145
Government.....	7.3%	138

### HOUSEHOLD INCOME

Household Income	Percentage	Index
\$75,000-\$99,999 .....	.....	130
\$100,000-\$149,999 .....	.....	138
\$150,000-\$249,999 .....	.....	187
\$250,000+ .....	.....	201

**Median HHI .....\$75,883**

(Source: AC Nielsen, US Census, Reader Surveys and Purchased Demographic Variables 2006)

### TV VIEWING HABITS

TV Viewing Habit	Percentage	Index
Watch The History Channel 4+ times/week .....	30.3%	390
Watch The Military Channel 4+ times/week .....	12.4%	293
Watch Military/History Channel 4+/wk.....	40.0%	369

(Source: 2009 Spring MRI Prototype)

