

We Know Our Readers.



YOUNG

Four out of five readers are 18 to 49 and over half are under the age of 34.

The median age of a *YES! Weekly* reader is 35. Slightly more women than men read *YES! Weekly*.

18-34	47%
18-49	80%
25-34	35%
25-39	67%

AFFLUENT

They have the education, they have the career, and they're ready to spend.

With an average household income over \$65,000, our readers have earning power that translates into buying power.

Almost half are professionals, manager, or are employed in a technical profession, and 15% own their own business.

Two out of three *YES! Weekly* readers own their home.

\$35,000+	75%
\$50,000+	53%
\$75,000+	32%
\$100,000+	18%

EDUCATED

Our readership is interested in their community and are engaged with politics, the arts, and entertainment.

Some College	22%
College Graduate	27%
Advanced Degree	20%
Financial Optimist	61%

INDEPENDENT

YES! Weekly readers are more likely to be young, active, and single than the market average.

This is also an audience with more free time and more discretionary income than the average reader.

Single	25%
Married	60%
Under 35/Single/No Kids	23%
HHI \$50K/Age 25-54	47%