



## MORE

### Editorial Mission

*More* is the leading voice of today's sophisticated, affluent and accomplished woman 40+ enjoying the richest years of her life, sharing news and advice on beauty, fashion, health, career, travel, money and relationships from her perspective.

### Active Travelers

*More* readers represent an affluent audience of active travelers with purchasing power:

- Nearly 2 in 5 took 2+ domestic vacations in the past year
- They are 74% more likely than the national average to have spent \$1,000+ on domestic vacations
- They spent more than \$2 billion on domestic in the past year and foreign vacations in the past 3 years

### Audience Profile

rate base 1,300,000

frequency 10 times

median age 51 years

median household income \$92,558

own home 82%

median home value \$309,831

female/male ratio 93/7

### Readers Who Take Action

*More* inspires readers to take action:

- 93% took action as a result of reading an article/ad
- 77% visited a website mentioned in an ad
- 69% clipped/saved a company's website address
- 48% purchased products/services they saw in *More*
- 45% told someone else, becoming a word-of-mouth brand advocate
- 29% requested more information