

MORE



Audience Profile

rate base	1,300,000
frequency	10 times
median age	51 years
median household income	\$97,298
own home	78%
median home value	\$269,109
female/male ratio	96/4

Sources: GfK MRI Fall 2010; GfK MRI Spring 2011
December 2010 ABC Statements
Response Styles 4, conducted by Research Solutions, Inc.

Editorial Mission

More magazine is for the woman who lives in a state of constant possibility, has a stylish perspective and youthful energy. We give her credit for her intelligence, achievement and sophistication. We skip the mundane to give her more—Beauty, Fashion, Health, Food, Career, Finance, Culture.

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 73% more likely than the national average to have spent \$1,000+ on domestic vacations
- They are nearly 2x as likely to have taken a cruise in the last 3 years than the national average. (index 180)
- They spent more than \$2.8 billion on domestic and foreign vacations in the past year

Readers Who Take Action

More readers represent an, affluent audience of passionate readers and responders:

- 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

