

## Our readers

New Hampshire Magazine puts you in touch with 110,000+ readers. Our commitment to compelling content generates thousands of repeat buyers and subscribers. Loyal readers who are willing to pay to receive a magazine are likely to spend more time developing a connection with its look, its voice, and ultimately, its advertising.

- Average pass-along rate: **4.3 people**
- Spends **1.1 hours** reading
- Female: **69%** Male: **31%**
- Median Age Range: **50-64**
- Marital Status: **79% married/with partner**
- Education: **62% attended 4 year college, 29% received post graduate degrees**
- **81%** own a primary residence with an **average value of \$350,000**
- Average yearly household income: **\$126,000+**
- Average net worth: **\$950,000**
- Two out of three work in **professional or managerial positions**



Stats determined by 2014 Accelera Publishing Survey



- **93% engage in fitness** and wellness activities
- **68% cook for fun**
- **61% enjoy gardening**
- **53% view nhmagazine.com** with a tablet or smartphone
- **84% take action** by responding to ads, listings, and travel suggestions
- **48% subscribe** to New Hampshire Magazine's e-Newsletters



## Distribution

Our core readership is located in New Hampshire's population centers – Manchester, Nashua, Concord and Portsmouth – and reflects the overall population distribution of the state.

