

# Affluent Readership MRI Doublebase 2011

*Kiplinger's Personal Finance*, has the **third highest individual employment income** and the **eighth highest household income** among ALL paid magazines measured by MRI, providing advertisers with some of the most affluent readers in print media.

## Top 25 Magazines

MEDIAN IEI		MEDIAN HHI	
1. Barron's	\$77,445	1. The Economist	\$121,152
2. The Economist	\$72,219	2. Wine Spectator	\$107,788
3. <b>Kiplinger's</b> <small>PERSONAL FINANCE</small>	\$68,786	3. Barron's	\$105,691
4. Fortune	\$62,829	4. Runner's World	\$102,915
5. Inc.	\$62,689	5. Fortune	\$102,703
6. Condé Nast Traveler	\$60,603	6. Travel + Leisure	\$102,168
7. Golf Digest	\$59,735	7. Conde Nast Traveler	\$100,644
8. Wine Spectator	\$59,041	8. <b>Kiplinger's</b> <small>PERSONAL FINANCE</small>	\$100,430
9. Yachting	\$58,938	9. Yachting	\$100,381
10. Money	\$58,724	10. Dwell Magazine	\$99,873
11. Cigar Aficionado	\$58,405	11. Cigar Aficionado	\$99,409
12. Golf Magazine	\$58,114	12. Inc.	\$97,893
13. Travel + Leisure	\$57,845	13. Veranda	\$97,646
14. Forbes	\$56,948	14. Architectural Digest	\$97,123
15. Smart Money	\$56,940	15. More	\$96,817
16. The Atlantic	\$55,820	16. The New Yorker	\$94,815
17. Scientific American	\$54,567	17. Forbes	\$93,800
18. Architectural Digest	\$54,350	18. Real Simple	\$93,731
19. Saltwater Sportsman	\$54,312	19. Golf Digest	\$93,392
20. Dwell Magazine	\$54,096	20. Smart Money	\$92,418
21. Backpacker	\$53,180	21. Bon Appetit	\$92,327
22. Sierra	\$52,925	22. Macworld	\$91,530
23. The New Yorker	\$52,564	23. Ski	\$91,436
24. Consumer Reports	\$51,486	24. The Atlantic	\$91,079
25. Wired	\$51,341	25. New York Magazine	\$90,903
		28. <i>Money</i>	\$89,840