

**SPECIAL
Newsstand
Only Issues:**

Mutal Funds

Retirement
Planning

Success With
Your Money

Retirement Planning

Kiplinger's PERSONAL FINANCE

From the experts at *Kiplinger's Personal Finance*, the 2011 guide will provide active and affluent readers with the information they need to retire and thrive.

Written for new and seasoned investors alike, this special newsstand guide will show readers workable, realistic strategies for achieving their goals.

Male	75%
Grad College+	74%
Median Age	55
Median HHI	\$107,100
Rate MF 2008 "excellent"/"very good"	80%
Median Time Spent Reading	2.6 hours
Shared their copy	64%

RETIREMENT & INVESTMENT PROFILE

Median Retirement Portfolio Value	\$490,500
Average Retirement Portfolio Value	\$536,600

Have any:

401k, 403b, or 457 plan	74%
IRA	72%
Roth IRA	53%
Annuities	21%
Stock mutual funds	89%
Bond mutual funds	61%
Money Market Account	60%
Individual Stocks	53%

SOURCES OF INVESTMENT IDEAS

Financial publications	93%
Internet	45%
Broker recommendations	41%
Literature from investment firms	40%

INSURANCE

Have supplementary insurance plan and Medicare	49%
Plan to acquire supplementary insurance	29%

CURRENTLY OWN OR PLAN TO ACQUIRE

Long Term Care Insurance	64%
Vacation/weekend home	28%
Retirement home	31%

Source: Retirement Planning Reader Profile Survey, 2008

Nearly all (98%) of readers have some type of retirement savings plan.

79% plan to open or add to their current retirement account in the next year

Source: Retirement Planning Reader Profile Survey, 2008

**CLOSING DATE: April 8, 2011
ON SALE DATE: May 17, 2011**

2011 ADVERTISING RATES

	B&W	4C
Page	\$15,930	\$20,550
2/3	12,120	15,620
1/2	9,560	12,330
1/3	6,360	8,220
1/6	3,180	4,120
2nd, 3rd Cover		\$22,590
4th Cover		\$23,630



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