

INVESTING

HOME

COLLEGE

TAXES

INSURANCE

RETIREMENT
PLANNING

CARS

PERSONAL
TECHNOLOGY

TRAVEL

kiplinger.com

kipmediakit.com

Topline Numbers MRI Doublebase 2011

Kiplinger's PERSONAL FINANCE

Kiplinger's PERSONAL FINANCE

Total Adults (000)	2,453
Total Men	65%
Total Women	35%
Age 25-54	42%
Age 35-64	63%
Median Age	56.8 years
HHI \$75,000+	68%
HHI \$100,000+	50%
Median HHI	\$100,430
IEI \$50,000+	40%
IEI \$75,000+	28%
Median IEI	\$68,786
Prof/Managerial	41%
Top Management*	16%
Influentials	24%
Graduated college+	62%
Married	72%
Own Home	87%

*Top 8 job titles

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Reader Loyalty MRI Doublebase 2011

Kiplinger's

**PERSONAL
FINANCE**

All the major syndicated studies agree that *Kiplinger's Personal Finance* offers one of the most loyal audiences within the industry today. According to MRI, *Kiplinger's Personal Finance* ranks among the highest for reader loyalty against all magazines.

READ 4 OF THE LAST 4 ISSUES	% Audience	Rank
Barron's	57%	9
KIPLINGER'S	55%	11
The Economist	53%	16
Money	45%	53
SmartMoney	40%	92
Forbes	35%	157
Fortune	35%	160

ONE OF MY FAVES/VERY GOOD	% Audience	Rank
The Economist	78%	1
Barron's	68%	12
KIPLINGER'S	63%	33
Forbes	57%	70
Money	53%	107
SmartMoney	50%	134
Fortune	48%	147

AVERAGE READING TIME	Minutes	Rank
The Economist	59	6
Barron's	55	12
KIPLINGER'S	52	20
Money	50	26
SmartMoney	46	52
Fortune	41	110
Forbes	40	127