

2008 Mendelsohn Affluent Survey

Heads of House With Household Income \$100,000+

	Total Audience (000)			Median Age			Median Household Income (\$000)		
	HoH	MHoH	FHoH	HoH	MHoH	FHoH	HoH	MHoH	FHoH
Total Affluent Heads of House	42,000	21,164	20,836	48.1	49.1	47.1	138.8	140.8	136.6
ABA Journal	301	175	126	49.8	52.2	44.9	171.4	173.2	167.0
Allure	886	118	768	45.1	47.4	44.8	139.9	161.4	137.7
American Way	1,148	691	458	48.7	48.7	48.6	166.0	163.4	168.9
Architectural Digest	1,732	770	962	51.6	51.1	51.9	163.2	161.8	164.7
ARTnews	193	111	82	52.0	50.4	53.9	144.5	140.7	150.8
The Atlantic	427	224	203	54.8	53.8	55.9	152.6	150.7	154.2
Automobile Magazine	2,206	1,486	720	48.8	50.0	46.1	140.4	142.5	135.9
Barron's	486	348	138	50.5	48.9	54.3	173.1	174.5	170.3
Barron's/Wall Street Journal (Gross)	3,473	2,269	1,204	51.0	51.3	50.5	171.7	176.9	163.5
Best Life	387	273	113	43.4	43.3	43.8	157.1	155.3	160.5
Boating	1,095	797	298	50.6	51.2	48.5	156.2	156.9	154.4
Bon Appétit	2,521	894	1,627	51.4	51.8	51.2	151.6	151.0	152.0
BusinessWeek	1,410	964	446	49.4	50.5	47.2	163.3	164.4	161.0
Car and Driver	2,330	1,697	634	48.1	48.8	46.2	141.9	143.0	138.1
Cigar Aficionado	446	344	102	47.5	47.5	46.9	160.8	157.8	171.7
Coastal Living	1,594	540	1,054	51.0	50.5	51.3	154.4	157.7	152.5
Condé Nast Traveler	1,401	675	727	51.5	51.7	51.4	158.9	158.3	159.5
Continental	948	570	378	48.9	48.8	48.9	166.8	172.0	156.6
Cooking Light	3,212	831	2,381	49.5	50.6	49.1	145.1	148.3	144.0
CurtCo Robb Affluence Network (Gross)	763	424	339	51.8	50.9	53.3	153.6	167.1	140.2
Departures	534	279	255	49.3	50.6	48.3	211.9	214.9	209.1
Details	214	153	61	42.1	41.2	46.9	161.4	166.0	148.6
The Economist	999	672	327	48.2	48.1	48.6	165.5	168.7	157.6
Elle	971	151	821	46.3	48.0	46.1	144.5	156.1	143.4
Elle Decor	559	104	455	47.2	46.2	47.4	164.0	175.4	161.4
Entertainment Weekly	2,200	857	1,344	45.5	46.9	44.8	140.6	141.4	140.1
Entrepreneur	656	425	231	46.3	46.0	46.8	152.5	157.2	146.3
Esquire	656	471	185	48.9	49.9	46.9	160.5	161.8	156.8
Fast Company	398	248	150	43.5	43.7	42.9	173.1	183.3	157.6
Financial Times	462	296	166	50.8	49.8	52.3	175.8	176.5	175.0
Food & Wine	2,238	985	1,253	49.0	49.5	48.6	148.4	152.9	145.7
Forbes	1,598	1,070	529	49.9	50.0	49.6	162.5	167.0	153.9
Foreign Affairs	178	123	54	50.7	48.4	53.1	148.2	146.9	153.1
Fortune	1,589	1,038	552	48.4	49.1	46.6	159.0	164.1	149.6
Fortune Small Business	647	389	258	48.3	47.8	48.8	152.8	165.5	137.5
Glamour	2,190	364	1,826	44.3	47.2	43.7	138.9	139.7	138.7
Golf Digest	2,403	1,776	626	51.7	51.7	51.6	152.1	150.9	155.3
Golf Magazine	2,068	1,485	582	52.6	52.4	53.4	154.5	154.3	155.1
Golf World	1,016	604	412	51.3	51.8	50.2	145.3	149.5	140.8
Gourmet	1,821	687	1,134	51.3	52.2	50.7	148.4	150.4	147.2
GQ/Gentlemen's Quarterly	881	659	222	46.3	47.2	43.6	157.9	157.9	158.3
Harper's Bazaar	527	77	449	49.8	49.3	49.9	154.6	166.1	150.1
Harvard Business Review	385	242	144	47.5	48.3	45.4	189.2	191.7	184.2
Health Magazine	2,790	864	1,926	48.6	49.9	48.0	141.7	141.3	141.9
Hemispheres	1,084	661	423	49.8	50.3	49.1	164.4	166.8	160.0
House Beautiful	2,542	555	1,988	51.3	51.4	51.3	145.4	151.2	143.8
Inc.	560	339	221	48.3	48.0	48.6	156.3	160.0	151.8
InStyle	2,327	388	1,940	44.3	43.6	44.5	147.8	151.5	147.0
Investor's Business Daily	462	319	143	51.5	51.9	50.9	166.9	161.8	180.2
Islands	382	193	189	49.2	48.9	49.6	152.2	157.3	144.6
Ivy League Network (Gross)	831	422	409	52.9	55.9	49.4	173.6	206.7	158.9
Links Magazine	239	170	70	53.2	52.8	54.5	148.8	142.7	186.5
Lucky	813	135	677	44.2	42.8	44.4	148.3	167.2	146.0
Marie Claire	886	107	779	44.0	44.1	44.0	140.0	139.9	140.0
Martha Stewart Living	2,760	535	2,225	49.9	51.0	49.6	141.6	147.7	140.2
Men's Health	2,489	1,881	607	45.2	45.8	43.1	145.7	147.0	141.3
Men's Journal	778	614	164	45.4	45.2	46.0	147.6	151.4	132.5
Metropolitan Home	926	218	707	50.4	48.7	51.1	157.2	158.2	156.6
Money	2,723	1,697	1,026	50.1	50.7	49.2	149.4	149.3	149.6
More	986	91	895	51.2	52.1	51.1	149.2	139.1	149.9
Motor Trend	1,807	1,382	425	48.3	48.8	46.6	141.1	142.0	137.7
National Geographic	5,333	2,939	2,394	51.7	52.6	50.6	142.0	144.7	138.7
National Geographic Adventure	1,452	785	667	50.4	50.6	50.0	142.2	145.1	137.8
National Geographic Traveler	1,563	858	705	51.2	50.9	51.4	148.6	148.4	148.8
National Geo/Traveler (Gross)	6,896	3,796	3,100	51.6	52.3	50.8	143.3	145.5	140.5
New York Magazine	543	256	287	52.2	54.2	50.6	168.5	171.0	161.7
The New York Times (Sunday)	2,569	1,312	1,257	53.4	53.9	52.8	162.0	166.7	157.1
The New York Times (weekdays)	2,149	1,224	924	52.9	53.0	52.8	165.5	169.6	160.9
The New Yorker	1,070	493	577	54.9	56.6	53.4	155.3	158.7	151.1
Newsweek	4,179	2,192	1,987	51.2	51.6	50.7	145.9	145.4	146.5
O, The Oprah Magazine	3,289	582	2,707	48.8	50.8	48.5	143.1	146.9	142.4
Outside	651	437	214	46.7	46.4	47.3	152.3	150.0	156.0
Pace Airline Media (Gross)	5,642	3,259	2,383	49.6	49.7	49.4	158.4	160.8	154.7
People	7,129	2,131	4,998	46.5	48.9	45.7	141.4	143.1	140.6
Private Clubs	188	123	66	54.7	56.0	51.5	170.3	160.8	198.5
Real Simple	2,587	380	2,207	47.6	48.4	47.5	146.3	144.6	146.7
Redbook	2,195	335	1,860	47.9	51.4	47.3	137.3	141.6	136.6
Road & Track	1,492	1,119	373	48.5	48.9	47.1	143.2	144.8	138.6
Robb Report	264	184	80	47.4	48.3	45.4	196.5	207.6	159.2
Saveur	230	85	145	50.2	49.9	50.4	161.3	178.6	152.6
Scientific American	960	585	375	53.1	53.7	52.3	143.9	144.7	142.6
Shape	1,815	315	1,500	42.7	43.7	42.4	141.0	142.2	140.8
Ski	544	352	191	47.3	48.4	45.2	151.7	156.3	142.4
Sky	1,633	965	667	48.8	48.7	48.9	156.4	157.8	154.1
SmartMoney	1,142	682	460	49.7	50.4	48.6	149.8	149.0	151.5
Smithsonian	1,607	796	811	55.1	56.3	53.7	147.1	148.6	145.2
Southern Accents	731	200	532	52.7	54.5	52.0	156.2	159.2	154.8
Southern Living	3,891	1,213	2,678	50.4	52.9	49.4	144.0	148.6	142.2
Southwest Airlines Spirit	1,782	961	820	50.3	50.2	50.4	154.0	155.6	152.0
Sports Illustrated	4,541	3,114	1,428	47.7	48.4	46.3	142.5	141.7	144.0
Sunset	1,587	636	951	52.7	53.2	52.4	147.5	152.3	144.9
Tennis	583	304	278	51.0	52.3	49.0	151.3	154.5	147.9
Texas Monthly	681	344	337	51.4	51.8	51.1	148.6	145.8	152.6
Time	4,372	2,310	2,062	50.6	51.5	49.8	145.7	145.6	145.7
Town & Country	841	232	609	50.7	54.1	49.3	156.2	155.3	156.6
Traditional Home	1,245	269	976	50.0	51.0	49.7	151.4	148.0	152.9
Travel + Leisure	2,732	1,343	1,389	51.1	51.7	50.4	155.0	157.5	152.0
Travel + Leisure Golf	864	528	336	50.9	50.8	51.1	162.7	165.2	157.8
U.S. News & World Report	2,276	1,326	949	51.3	52.0	50.3	147.3	146.8	148.2
US Airways Magazine	1,144	671	473	49.6	50.2	49.0	161.8	165.7	155.6
USA TODAY	3,676	2,343	1,333	51.0	51.5	50.1	148.4	149.1	147.0
Vanity Fair	1,484	428	1,056	49.7	51.4	49.0	153.9	161.0	150.7
Veranda	631	133	498	51.7	52.0	51.5	158.8	160.6	158.4
Vogue	1,838	320	1,518	47.1	50.8	46.5	144.9	149.4	144.0
W	440	85	355	48.1	50.7	47.6	159.6	169.9	157.9
The Wall Street Journal	2,987	1,921	1,066	51.0	51.7	49.9	171.5	177.3	162.8
Wine Spectator	1,092	641	450	49.3	49.7	48.7	164.0	175.1	152.9
Wired	485	350	135	44.0	43.1	46.4	155.7	157.6	151.5
Yachting	421	298	122	52.8	53.2	51.8	168.9	167.4	174.2