

Museums

Alabama Journey reaches the Museum Enthusiasts



AAA Members in Alabama enjoy going to the museum

Over 103,000 Alabama Journey readers visited a museum in the last 12 months

Nearly 4,000 Alabama Journey readers go to a museum once a month

Over 23,000 Alabama Journey readers with incomes over \$100K visited a museum in the last 12 months

Alabama Journey readers with household incomes over \$75K are **(138%) more likely** to go to a museum once a year than non-readers

Alabama Journey readers are **121%** more likely to visit a museum than non-readers in Alabama

Alabama Journey readers are **11%** more likely than non-readers to visit a museum once a month

Reach 27% of Alabama Journey readers that enjoy going to museums as a leisure activity

Alabama Journey provides high readership (**88.2%**)

Readers take **22.8 minutes**, on average, out of their busy schedules to spend reading an issue

78% took some type of action after reading **Alabama Journey**

On average, **Alabama Journey** reader households earn **\$19,600 more** than non-reader households in Alabama

When compared to the average Alabama adult, **Alabama Journey** readers **spend more, travel more often, and live more active lifestyles**



Source: 2011 Doublebase, prototype; GfK MRI

Alabama Journey is delivered to over 195,000 households with over 429,000 readers

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