

Circulation: 219,000 | Audience: 569,400

### Audience Profile

**Alabama Journey readers spend more, travel more often and live more active lifestyles than the average Alabama adult.**

#### Readers are engaged with *Alabama Journey*



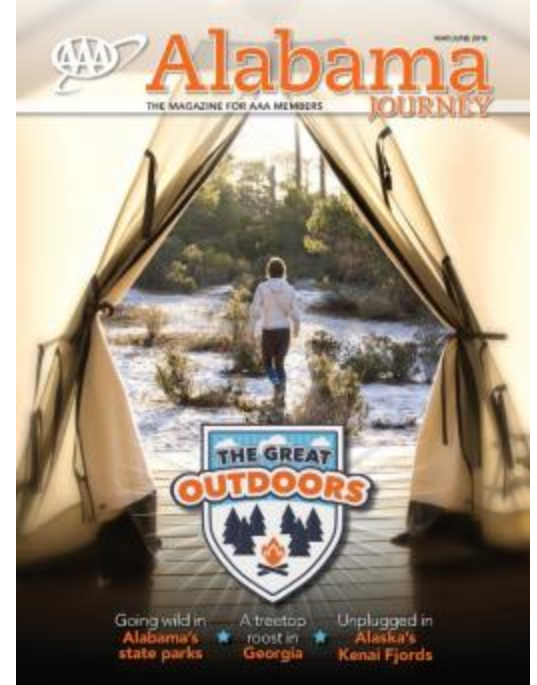
**79.1%** read 3 or 4 out of 4 issues received



**75.6%** spend at least 15 minutes reading an average issue of *Alabama Journey*



**69.2%** took action as a result of reading *Alabama Journey*



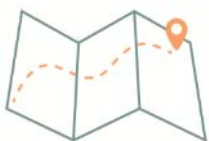
#### Readers trust and are inspired by *Alabama Journey*



**86.3%** are inspired to travel to destinations featured in *Alabama Journey*



**82.9%** feel encouraged to visit businesses advertised in *Alabama Journey*



**62.0%** took actions related to travel planning as a result of reading *Alabama Journey*

### Demographics

Men	46.1%
Women	53.9%
Married/Couples	66.2%
Children at home	19.5%
Median Age	60.5
Age <55	35.0%
Median HHI	\$74,337
HHI \$100,000+	32.5%
Own home	78.6%
Median value of owned home	\$190,583
Attended/graduated college	85.6%
Bachelor's Degree+	54.7%