

Circulation: 608,385 | Audience: 1,581,801

Audience Profile

Midwest Traveler readers are active consumers and travelers.

Readers are engaged with *Midwest Traveler*



79.1% read 3 or 4 out of 4 issues received



81.5% spend at least 15 minutes reading an average issue of *Midwest Traveler*



69.6% took action as a result of reading *Midwest Traveler*



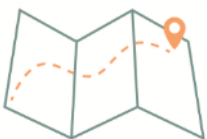
Readers trust and are inspired by *Midwest Traveler*



92.9% are inspired to travel to destinations featured in *Midwest Traveler*



87.6% feel encouraged to visit businesses advertised in *Midwest Traveler*



69.6% took actions related to travel planning as a result of reading *Midwest Traveler*

Demographics

Men	43.2%
Women	56.8%
Married/Couples	52.7%
Children at home	11.5%
Average Age	59.7
Age <55	34.8%
Median HHI	\$66,666
HHI \$100,000+	26.9%
Own home	81.7%
Median value of owned home	\$179,999
Attended/graduated college	88.8%
Bachelor's Degree+	57.5%