

INVESTING

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kiplinger.com

kipmediakit.com

# Affluent Readership Individual Income

# Kiplinger's

PERSONAL  
FINANCE

*Kiplinger's Personal Finance*, has the **second highest individual employment income** among **ALL** paid magazines measured by MRI, providing advertisers with some of the most affluent readers in print media.

## INDIVIDUAL EMPLOYMENT INCOME - TOP 50 Magazines

1. The Economist	\$72,918	26. Golfweek	\$51,038
2. <b>Kiplinger's</b> <small>PERSONAL FINANCE</small>	\$68,773	27. Macworld	\$50,639
3. Fortune	\$65,332	28. Saltwater Sportsman	\$50,595
4. Barron's	\$64,904	29. Consumer Reports	\$50,484
5. Business Week	\$64,581	30. Bicycling	\$50,429
6. Inc.	\$60,998	31. Sierra	\$50,245
7. Yachting	\$60,735	32. Sunset	\$50,215
8. Forbes	\$60,064	33. Wired	\$49,612
9. Ski	\$59,660	34. Road & Track	\$49,084
10. Cigar Aficionado	\$59,472	35. Scientific American	\$49,044
11. Conde Nast Traveler	\$59,266	36. Texas Monthly	\$48,971
12. Golf Digest	\$58,802	37. U.S. News & World Report	\$48,510
13. Money	\$57,716	38. PGA Tour Partners	\$48,327
14. Flying	\$57,218	39. Smithsonian	\$47,887
15. Smart Money	\$56,567	40. New York Magazine	\$47,818
16. Boating	\$56,313	41. Scouting	\$47,489
17. Skiing	\$56,160	42. More	\$47,264
18. Outside	\$56,151	43. Men's Journal	\$46,925
19. Motor Boating	\$55,854	44. Endless Vacation	\$46,786
20. Travel & Leisure	\$54,966	45. Bon Appetit	\$46,696
21. Golf Magazine	\$54,245	46. Family Handyman	\$46,691
22. Atlantic Monthly	\$52,950	47. Newsweek	\$46,676
23. Wine Spectator	\$52,698	48. The New Yorker	\$46,544
24. Architectural Digest	\$52,510	49. Yankee	\$46,318
25. Entrepreneur	\$51,209	50. Computer Shopper	\$46,271

Source: Spring 2008 MRI; against all national paid magazines

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# Affluent Readership Household Income

# Kiplinger's

**PERSONAL  
FINANCE**

*Kiplinger's Personal Finance* is #7 for household income among **ALL** paid magazines measured by MRI, providing advertisers with one of the most affluent readerships in print media.

## MEDIAN HOUSEHOLD INCOME - TOP 50 Magazines

1. Veranda	\$117,428	26. Traditional Home	\$87,185
2. The Economist	\$117,255	27. Flying	\$86,883
3. Conde Nast Traveler	\$113,570	28. Endless Vacation	\$86,277
4. Wine Spectator	\$105,996	29. Bicycling	\$85,342
5. Travel & Leisure	\$103,182	30. Atlantic Monthly	\$85,182
6. Inc.	\$102,881	31. Golf Digest	\$85,141
7. <b>Kiplinger's</b> <small>PERSONAL FINANCE</small>	\$101,976	32. Tennis	\$85,128
8. Business Week	\$100,582	33. Entrepreneur	\$84,982
9. Fortune	\$98,016	34. Elle Decor	\$84,257
10. Barron's	\$98,013	35. Wired	\$82,912
11. Architectural Digest	\$96,561	36. Golf Magazine	\$82,436
12. Cigar Aficionado	\$96,106	37. Sierra	\$82,288
13. More	\$96,072	38. Yachting	\$82,234
14. Money	\$94,475	39. Golfweek	\$82,004
15. Outside	\$94,238	40. Bon Appetit	\$81,981
16. Forbes	\$93,747	41. Scientific American	\$81,832
17. Skiing	\$92,117	42. Shape	\$81,600
18. Coastal Living	\$91,792	43. Lucky	\$81,241
19. Ski	\$91,361	44. Smart Money	\$81,160
20. Texas Monthly	\$91,063	45. Consumer Reports	\$80,830
21. Real Simple	\$90,297	46. Metropolitan Home	\$80,657
22. Runner's World	\$89,269	47. In Style	\$80,180
23. Southern Accents	\$88,938	48. Cottage Living	\$80,155
24. Macworld	\$88,761	49. Gourmet	\$79,709
25. Sunset	\$87,286	50. Arthur Frommer's Bdgt Travel	\$79,659

Source: Spring 2008 MRI; against all national paid magazines