

INVESTING

HOME

COLLEGE

TAXES

INSURANCE

RETIREMENT
PLANNING

CARS

PERSONAL
TECHNOLOGY

TRAVEL

kiplinger.com

kipmediakit.com

Topline Numbers MRI Doublebase 2010

Kiplinger's PERSONAL FINANCE

Kiplinger's PERSONAL FINANCE

Total Adults (000)	2,363
Total Men	63%
Total Women	37%
Age 25-54	46%
Age 35-64	65%
Median Age	55 years
HHI \$75,000+	70%
HHI \$100,000+	51%
Median HHI	\$102,926
IEI \$50,000+	41%
IEI \$75,000+	28%
Median IEI	\$68,911
Prof/Managerial	40%
Top Management*	17%
Influentials	25%
Graduated college+	61%
Married	71%
Own Home	89%

*Top 8 job titles

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Reader Loyalty MRI Doublebase 2010



All the major syndicated studies agree that *Kiplinger's Personal Finance* offers one of the most loyal audiences within the industry today. According to MRI, *Kiplinger's Personal Finance* ranks highest for reader loyalty among its competitive set.

READ 4 OF THE LAST 4 ISSUES	% Audience	Rank
KIPLINGER'S	56%	9
Barron's	54%	11
The Economist	49%	24
Money	43%	60
SmartMoney	39%	103
Fortune	36%	143
Bloomberg Businessweek	36%	145
Forbes	32%	170

ONE OF MY FAVES/VERY GOOD	% Audience	Rank
The Economist	78%	2
Barron's	70%	12
KIPLINGER'S	65%	21
Forbes	56%	73
Money	52%	114
Fortune	51%	117
Bloomberg Businessweek	51%	121
SmartMoney	59%	141