

INVESTING

HOME

COLLEGE

TAXES

INSURANCE

RETIREMENT
PLANNING

CARS

PERSONAL
TECHNOLOGY

TRAVEL

Topline Numbers

MRI Doublebase 2009

Kiplinger's PERSONAL FINANCE

	Kiplinger's PERSONAL FINANCE	MONEY	SMART MONEY
Total Adults (000)	2,407	7,833	3,552
Total Men	62%	63%	58%
Total Women	38%	37%	42%
Age 25-54	55%	64%	62%
Age 35-54	45%	47%	46%
Median Age	52.6 years	47.5 years	49.3 years
HHI \$75,000+	66%	61%	57%
HHI \$100,000+	51%	47%	43%
Median HHI	\$101,900	\$94,194	\$87,645
IEI \$50,000+	47%	44%	40%
IEI \$75,000+	31%	27%	26%
Median IEI	\$67,897	\$58,177	\$56,098
Prof/Managerial	46%	39%	37%
Top Management*	21%	18%	19%
Influentials	19%	16%	16%
Graduated college+	64%	51%	48%
Married	75%	68%	60%
Own Home	89%	80%	79%

*Top 8 job titles

kiplinger.com
kipmediakit.com

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Reader Loyalty MRI Doublebase 2009



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	49%	14
Money	41%	73
Smart Money	35%	144
Business Week	34%	152
Fortune	34%	154
Forbes	31%	175

AVERAGE READING TIME	Minutes	Rank
KIPLINGER'S	50	32
Money	48	55
Smart Money	43	106
Business Week	36	182
Fortune	40	134
Forbes	39	145

ONE OF MY FAVES/VERY GOOD	% Audience	Rank
KIPLINGER'S	67%	12
Money	56%	77
Smart Money	52%	105
Business Week	51%	123
Fortune	54%	94
Forbes	54%	92