

MRI READER PROFILE



TOTAL AUDIENCE: 1,538,000
WOMEN: 1,315,000 (86%)
MEN: 223,000 (14%)
READERS PER COPY: 3.06

% COMP

AGE

18-34	24%
25-54	69%
35-54	51%
55+	25%
Median Age	46.4

MARITAL STATUS/CHILDREN

Single	24%
Married	62%
Children in HH	39%

EDUCATION

Any College	76%
Graduated College+	44%

% COMP

OCCUPATION

Employed	72%
Professional/Managerial	38%

INCOME (HHI)

\$50,000+	80%
\$75,000+	57%
\$100,000+	38%
Median HHI	\$84,257

HOME OWNERSHIP

Own Home	69%
A/B County	84%

HOME VALUE

\$150,000+	56%
\$200,000+	49%
Median Home Value	\$334,330

MRI COMPETITIVE ADVANTAGE:

DELIVERING A MORE QUALIFIED AUDIENCE

- ELLE DECOR has the youngest female audience in the shelter category (median age 45.6).
- ELLE DECOR delivers a higher concentration of young, affluent women than *Architectural Digest*, *House Beautiful*, and *Traditional Home* (28.1% of ELLE DECOR readers are women age 25-49 with a HHI \$75K+).

- ELLE DECOR's affluence is up:

% INCREASE MRI SPRING 08 VS. 07

HHI \$50,000+	+9.0
HHI \$100,000+	+4.5
Graduated College +	+6.6
Top Management	+3.8
Professional/Managerial	+5.3

Source: MRI Spring 2008 vs. MRI Spring 2007



Allegra Vaselli at her London house, designed by Laura Sartori Rimini and Roberto Peregalli, April 2008