

INVESTING

HOME

COLLEGE

TAXES

INSURANCE

RETIREMENT
PLANNING

CARS

PERSONAL
TECHNOLOGY

TRAVEL

kiplinger.com

kipmediakit.com

Affluent Readership Individual Income

Kiplinger's PERSONAL FINANCE

Kiplinger's Personal Finance, has the **third 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. Barron's	\$77,624	26. Entrepreneur	\$50,366
2. The Economist	\$72,758	27. Consumer Reports	\$50,269
3. Kiplinger's PERSONAL FINANCE	\$68,911	28. Bicycling	\$50,113
4. Fortune	\$63,481	29. Dwell Magazine	\$50,076
5. Yachting	\$60,968	30. The New Yorker	\$49,589
6. Inc.	\$60,293	31. Road & Track	\$49,547
7. Money	\$59,464	32. Boating	\$49,127
8. Conde Nast Traveler	\$57,783	33. U.S. News & World Report	\$48,884
9. Bloomberg Businessweek	\$57,760	34. Men's Health	\$48,697
10. Golf Magazine	\$57,739	35. Smithsonian	\$48,616
11. Golf Digest	\$57,087	36. Newsweek	\$47,549
12. The Atlantic	\$56,745	37. Runner's World	\$47,527
13. Smart Money	\$56,291	38. Audubon	\$47,304
14. Flying	\$55,957	39. American Woodworker	\$47,271
15. Wine Spectator	\$55,782	40. Wired	\$46,862
16. Travel + Leisure	\$55,462	41. American Rifleman	\$46,544
17. Forbes	\$55,396	42. Sunset	\$46,520
18. Texas Monthly	\$54,430	43. Bon Appetit	\$46,289
19. Architectural Digest	\$53,754	44. Men's Journal	\$46,263
20. Cigar Aficionado	\$53,746	45. Outside	\$46,140
21. Saltwater Sportsman	\$52,080	46. Golf World	\$46,105
22. Scientific American	\$51,815	47. Popular Mechanics	\$45,911
23. Coastal Living	\$51,391	48. Popular Science	\$45,893
24. Backpacker	\$50,996	49. Ski	\$45,809
25. Sierra	\$50,442	50. Arthur Frommer's Budget Travel	\$45,715

Source: MRI Doublebase 2010

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Affluent Readership Household Income

Kiplinger's

**PERSONAL
FINANCE**

Kiplinger's Personal Finance is #6 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. Barron's	\$119,807	26. New York Magazine	\$91,367
2. The Economist	\$119,362	27. Bon Appetit	\$91,164
3. Veranda	\$109,420	28. Coastal Living	\$90,981
4. Conde Nast Traveler	\$105,763	29. Backpacker	\$90,671
5. Wine Spectator	\$104,692	30. Scientific American	\$90,008
6. Kiplinger's <small>PERSONAL FINANCE</small>	\$102,926	31. Ski	\$89,895
7. Fortune	\$99,222	32. Golf World	\$89,570
8. Architectural Digest	\$99,065	33. Sunset	\$88,074
9. Yachting	\$98,400	34. Flying	\$88,029
10. Cigar Aficionado	\$97,789	35. Inc.	\$87,772
11. Travel + Leisure	\$97,546	36. Macworld	\$87,614
12. Dwell Magazine	\$97,202	37. Shape	\$86,836
13. Forbes	\$95,026	38. Details	\$86,419
14. Golf Digest	\$94,898	39. Boating	\$85,723
15. More	\$94,575	40. Self	\$85,703
16. Bloomberg Businessweek	\$94,372	41. W	\$85,423
17. Smart Money	\$94,265	42. Saltwater Sportsman	\$83,469
18. The Atlantic	\$94,233	43. Food & Wine	\$83,055
19. Texas Monthly	\$94,087	44. In Style	\$82,998
20. Wired	\$93,402	45. Road & Track	\$82,758
21. Runner's World	\$93,001	46. Consumer Reports	\$82,660
22. Golf Magazine	\$92,592	47. Men's Health	\$82,297
23. Money	\$92,510	48. Lucky	\$81,726
24. Real Simple	\$92,354	49. Outside	\$81,610
25. The New Yorker	\$92,318	50. Traditional Home	\$80,856

Source: MRI Doublebase 2010