

INVESTING

HOME

COLLEGE

TAXES

INSURANCE

RETIREMENT
PLANNING

CARS

PERSONAL
TECHNOLOGY

TRAVEL

kiplinger.com

kipmediakit.com

MRI Fall 2007

Topline Numbers

Kiplinger's

**PERSONAL
FINANCE**

	Kiplinger's <small>PERSONAL FINANCE</small>	MONEY	SMART MONEY
Total Adults (000)	2,413	7,331	3,153
Total Men	62%	65%	58%
Total Women	38%	35%	42%
Age 25-54	62%	62%	64%
Age 35-54	50%	48%	46%
Median Age	50 years	48 years	48 years
HHI \$75,000+	73%	67%	58%
HHI \$100,000+	45%	41%	35%
HHI \$150,000+	24%	21%	17%
Median HHI	\$94,010	\$84,777	\$72,700
IEI \$50,000+	48%	43%	34%
IEI \$75,000+	33%	26%	24%
Median IEI	\$64,414	\$55,296	\$45,745
Prof/Managerial	47%	31%	33%
Top Management	12%	11%	11%
Graduated college+	61%	50%	41%
Married	70%	68%	58%
Own Home	82%	78%	74%

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Reader Loyalty MRI Fall 2007



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 3 OR 4 OF THE LAST 4 ISSUES

	% Audience	Rank
Kiplinger's <small>PERSONAL FINANCE</small>	58%	32
Smithsonian	57%	39
Money	54%	75
Atlantic Monthly	52%	95
Scientific American	51%	113
Business Week	50%	119
SmartMoney	49%	128
Forbes	44%	175
Fortune	43%	184

Source: MRI Fall 2007; among paid magazines