

INVESTING

HOME

COLLEGE

TAXES

INSURANCE

RETIREMENT  
PLANNING

CARS

PERSONAL  
TECHNOLOGY

TRAVEL

# Topline Numbers

## MRI Doublebase 2009

# Kiplinger's

**PERSONAL  
FINANCE**

	<b>Kiplinger's</b> <small>PERSONAL FINANCE</small>	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](http://kiplinger.com)
[kipmediakit.com](http://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
<b>KIPLINGER'S</b>	<b>49%</b>	<b>14</b>
Money	41%	73
Smart Money	35%	144
Business Week	34%	152
Fortune	34%	154
Forbes	31%	175

AVERAGE READING TIME	Minutes	Rank
<b>KIPLINGER'S</b>	<b>50</b>	<b>32</b>
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
<b>KIPLINGER'S</b>	<b>67%</b>	<b>12</b>
Money	56%	77
Smart Money	52%	105
Business Week	51%	123
Fortune	54%	94
Forbes	54%	92