

Circulation: 322,040 | Audience 933,916

## Audience Profile

*Southern Traveler* readers are active consumers and travelers.



### Readers are engaged with *Southern Traveler*



**75.6%** read 3 or 4 out of 4 issues received



**84.1%** spend at least 15 minutes reading an average issue of *Southern Traveler*



**76.1%** took action as a result of reading *Southern Traveler*

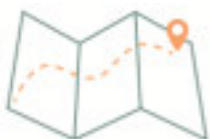
### Readers trust and are inspired by *Southern Traveler*



**89.1%** are inspired to travel to destinations featured in *Southern Traveler*



**87.2%** feel encouraged to visit businesses advertised in *Southern Traveler*



**65.5%** took actions related to travel planning as a result of reading *Southern Traveler*

### Demographics

Men	45.7%
Women	54.3%
Married/Couples	56.9%
Children at home	15.5%
Average Age	60.6
Age <55	31.9%
Median HHI	\$62,270
HHI \$100,000+	24.6%
Own home	83.5%
Median value of owned home	\$183,333
Attended/graduated college	89.0%
Bachelor's Degree+	50.5%