

New Hampshire Magazine's Unique Value

HOW THEY READ US:

- 85%** read every issue.
- 84%** refer back to each issue an average of 3 times.
- 64** minutes is the average time spent reading each issue.
- 46%** save every issue for future reference.
- 83%** pass their New Hampshire Magazine on to someone else.
- 92%** take action after reading the magazine by responding to listings, advertisement and travel suggestions.

Advertising in *New Hampshire Magazine* puts your message in front of 123,000 valuable readers and discerning consumers. No other publication in the Granite State can provide you with the targeted audience, paid distribution, statewide presence and influence of *New Hampshire Magazine* readers. Based on the responses to our latest direct mailed marketing survey mailed to 1,000 households, our readers are:

Mostly Female – 72% are women and 26% men, although almost all readers pass the magazine along to their spouses.

Married – 72% are married.

Mature – Most readers are between the ages of 35 and 60, the average age is 49.

Educated – 76% have attended or graduated from college and 20% have an education beyond a four-year college degree.

Above Average – They earn an average of \$117,000 annually, with 30% earning \$125,000 to \$400,000 each year. Two out of three work in professional or managerial positions.



Influential – 30% serve on a board of directors and close to 23% own their own businesses.

Cultured – More than half regularly attend live musical performances, theater and museums.

Health Conscious – Most (85%) are involved in physical activities that keep them fit, like working out at health clubs, cycling, hiking, skiing, swimming, boating, golf and walking.

New Hampshire Magazine readers are valuable consumers who have money to spend on advertised products.

They own and invest in their homes – 83% own homes and more than half (52%) plan to remodel their homes within the next year. Median home value is \$400,000. 27% own vacation homes or timeshares.

Our readers like to pamper themselves - 42% participate in spa treatments or massage.

They enjoy fine dining and travel – Our average reader dines out four times per month or more, with 46% dining at specific restaurants as a result of reading about them in *New Hampshire Magazine*. Close to 60% have stayed in hotels around New England in the past year for getaways or personal reasons and 50% have stayed here in New Hampshire hotels.

They drive nice cars – 20% own luxury vehicles valued at \$35,000 - \$50,000. Almost half drive four-wheel drive vehicles. 77% own two or more cars and 50% plan to purchase a new car within the next two years.

Research conducted by Accelara Research, Keene, NH, New Hampshire Magazine, 4/2007.

New Hampshire
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