New Hampshire Magazine puts you in touch with 110,000+ readers. Our commitment to compelling content generates thousands of repeat buyers and subscribers. Loyal readers who are willing to pay to receive a magazine are likely to spend more time developing a connection with its look, its voice, and ultimately, its advertising.

- Average pass-along rate: **4.3 people**
- Spends **1.1 hours** reading
- Female: **69%** Male: **31%**
- Median Age Range: **50-64**
- Marital Status: **79% married/with partner**
- Education: **62% attended 4 year college, 29% received post graduate degrees**
- **81%** own a primary residence with an **average value of $350,000**
- Average yearly household income: **$126,000+**
- Average net worth: **$950,000**
- Two out of three work in **professional or managerial positions**

- **93%** engage in fitness and wellness activities
- **68%** cook for fun
- **61%** enjoy gardening
- **53%** view nhmagazine.com with a tablet or smartphone
- **84% take action** by responding to ads, listings, and travel suggestions
- **48% subscribe** to New Hampshire Magazine’s e-Newsletters

Stats determined by 2014 Accelera Publishing Survey

Our core readership is located in New Hampshire’s population centers – Manchester, Nashua, Concord and Portsmouth – and reflects the overall population distribution of the state.

- **6% - White Mtn. Region NH**
  Lebanon, Hanover, Plymouth area

- **7% - Southwestern NH**
  Keene, Rindge, Walpole area & Sunapee, Claremont, Grantham area

- **30% - Southern NH**
  Nashua, Peterborough, Manchester, Bedford area

- **2% - North Country NH**
  Colebrook, Pittsburg, Berlin area

- **12% - Lakes Region NH**
  Laconia, Meredith, Alton area & Conway, Jackson, Wolfeboro area

- **14% - Central NH**
  Concord, Pembroke, Hooksett, Henniker area

- **29% - Seacoast NH**
  Portsmouth, Exeter, Salem, Derry area & Durham, Dover, Rochester area