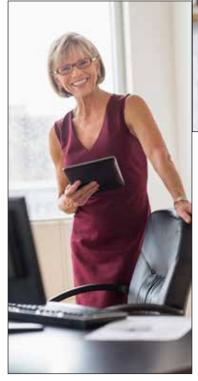
Our readers

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



Stats determined by 2014 Accelera Publishing Survey

- 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







Distribution

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 NHColebrook, 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



