

DEMOGRAPHICS

Each month, *Continental* magazine delivers more than 2.5 million readers who are both affluent and action oriented.¹ They are travelers with the means and the interest to advance, indulge, and explore the world around them.

Advertising in *Continental* magazine is an effective and efficient way to target readers who are prime prospects for your product or service, and who can make a positive impact on your bottom line.

	<i>Continental</i>	Total 2008 Affluent Audience Average	<i>Continental</i> Index
Affluent			
HH Income — Median	\$166,753	\$138,757	
\$250,000+	23%	11%	204
\$150,000 - \$249,999	37%	30%	126
\$100,000 - \$149,999	40%	59%	67
Median HH Asset Value			
	\$1,710,723	\$1,254,224	
Own Primary Residence	95%	97%	98
Own 2+ Residences	31%	29%	107
Male			
	60%	50%	119
Female			
	40%	50%	80
Married			
	84%	89%	94
Single (Never Married)			
	7%	4%	179
Well Educated			
College or Post-Grad Degree	68%	60%	114

Source: 2008 Ipsos Mendelsohn Affluent Survey, based on households with income of \$100,000+
¹ Spring 2008 MRI

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CONTINUED

	Continental	Total 2008 Affluent Audience Average	Continental Index
Children Less than 18 Years Old in Household			
None	61%	53%	116
1 child	15%	18%	79
2+ children	24%	29%	84
Age			
Median	49 years	48 years	
18 - 29 years	4%	5%	78
30 - 39 years	22%	21%	107
40 - 49 years	27%	30%	89
50 - 54 years	17%	16%	109
55 - 64 years	22%	20%	106
65+ years	8%	8%	106
Professional/Managerial	68%	57%	119
Company Size			
1 - 499 employees	35%	40%	89
500 - 999 employees	5%	5%	92
1,000+ employees	39%	29%	132

Source: 2008 Ipsos Mendelsohn Affluent Survey, based on households with income of \$100,000+

68%
OF READERS
ARE PROFESSIONAL/
MANAGERIAL

23%
OF READERS
WORK FOR
COMPANIES WITH
10,000
OR MORE
EMPLOYEES



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