



# MNI MENSTYLE

MENSTYLE

Esquire

Men's Journal

Sports Illustrated

	(000)	% Comp.	% Cov.	Index
Adults	26,298	100	12	100
Men	20,250	77	19	160
Women	6,047	23	5	44
<b>AGE</b>				
Age 18-24	4,636	18	16	138
Age 25-34	5,821	22	15	123
Age 35-54	11,320	43	13	111
Age 55-64	2,610	10	8	70
Age 65 or More	1,911	7	5	45
Age 25-54	17,140	65	14	115
Median Age	39			
<b>EDUCATION</b>				
Attended/Graduated College (Any College)	16,193	62	14	116
College Graduate+	7,923	30	14	117
<b>OCCUPATION</b>				
Professional/Managerial	7,054	27	14	115
Top Management	1,721	7	17	146
<b>HOUSEHOLD CHARACTERISTICS</b>				
Household Income \$50,000+	17,489	67	14	120
Household Income \$75,000+	12,185	46	15	129
Household Income \$100,000+	8,290	32	16	138
Household Income \$200,000+	1,672	6	19	158
Median Household Income	\$70,644			
Married	13,920	53	11	95
Children in HH	12,398	47	14	115
Own Home	17,779	68	12	97
Home Value \$200,000+	10,877	41	13	110
Home Value \$500,000+	3,075	12	15	128
Median Home Value	\$251,991			
<b>LIFESTYLE CHARACTERISTICS</b>				
Single men	3,547	14	27	228
Participates in team sports	8,083	31	21	179
Drinks premium and imported beer	3,880	15	18	150
Track/trade investments online	3,873	15	17	146
Influentials	6,206	24	16	135

Source: MRI Spring 2008