

We don't just **GUESS** at who our readers are.
We invest in **KNOWING** who they are.

■ And they are
impressive!

How do we know?

The Audience Measurement Group of Ipsos Media

conducts the most reliable studies in the magazine industry, including the Mendelsohn Affluent Survey.

The research is designed to measure how well upscale publications reach customers with the greatest discretionary spending. Every advertiser of quality products and services looks primarily to Ipsos Media to determine where their advertising dollars are best spent.

The Ipsos Media research can index a magazine's results against all U.S. affluents through the Mendelsohn study. Magazines that don't truly have dedicated, affluent readers will not perform well. Ask us how our magazines performed! In short, if the other guys aren't investing in, or sharing, similar research, they likely don't have the credibility.



MOFFLY MEDIA

YOUR AUDIENCE

can be one in the same.

How much face time can you get?

Our subscribers read part or all of each issue

89% Greenwich magazine

82% Fairfield Living magazine

86% Westport magazine

84% Stamford magazine

89% New Canaan•Darien magazine

92% athome magazine

89% Moffly Group

93% took action as a result of reading

59% Discussed something they read

55% Saved one or more issues

50% Passed magazine to someone else

50% Clipped and saved items of interest

Sound great? Wait until you see how much they can spend.

Mean net worth:

\$3,845,000

Total discretionary spending:

\$5,279,696,200



\$5,279,696,200 is a big number.

Let's **break it down** to see how it applies to you...

OUR SUBSCRIBERS...

love to eat, drink + entertain

- 9.1x*** Dined at a fine restaurant
- 3.3x*** Entertained at home
- 26%** Used a catering service

enjoy luxurious living

- 28%** Used an interior decorator
- 68%** Used a gardening/landscaping service
- 53%** Did a major remodel or renovation on their home
- 64%** Used a cleaning service
- 37%** Used a home builder/contractor

hit the road in style

- 73%** Own or lease 2 or more vehicles
- 72%** Purchased or leased one or more new cars
- 60%** Purchased a luxury car
- 54%** Own a luxury car

are what they read

- 49%** Chose an advertised or featured restaurant
- 49%** Shopped in an advertised store
- 23%** Bought a product advertised or featured
- 59%** Discussed something featured with others

leading numbers never lie[†]

		percentage of readers	avg. amount spent	total amount spent
Vacations		88%	\$16,600	\$366,000,000
Jewelry +Watches		46%	5,262	134,588,900
Apparel	Women's Apparel	92%	6,369	322,665,600
	Men's Apparel	83%	4,316	196,211,100
	Children's Apparel	47%	1,876	48,543,100
				567,409,800
Home Furnishings		86%	33,817	1,606,200,600
Artwork+ Collectibles		60%	5,100	138,796,900
Computers/Electronics Entertainment		86%	4,670	221,536,700

* per month † past 12 months

OUR SUBSCRIBERS ARE...

culturally and politically involved

- 76%** Attended a concert, ballet or live theater
- 78%** Went to a museum
- 33%** Served on a charitable or corporate board of directors
- 85%** Engaged in 1+ civic activity

active in sports

- 74%** Play golf
- 32%** Are sailing or power boating enthusiasts
- 39%** Enjoy yoga/pilates

well traveled

- 92%** Took a vacation
- 72%** Took one or more foreign vacation trips for an average of 1.8 trips
- 76%** Took one or more domestic vacation trips for an average of 2.6 trips

business leaders

- 28%** Are owners or proprietors
- 89%** Are professionals
- 30%** Are a member of a Board of Directors/ Trustees

some more good news

	ATHOME IN FAIRFIELD COUNTY	FAIRFIELD LIVING MAGAZINE	GREENWICH MAGAZINE	NEW CANAAN•DARIEN MAGAZINE	STAMFORD MAGAZINE	WESTPORT MAGAZINE	MOFFLY GROUP
Male	7%	21%	32%	28%	35%	34%	21%
Female	93%	79%	68%	72%	65%	66%	79%
Age	49	53	60	55	59	54	54
HOUSEHOLD INCOME							
Median	\$292,900	\$213,600	\$434,600	\$400,000	\$168,700	\$485,700	\$299,000
Mean	\$605,600	\$414,200	\$965,600	\$787,000	\$306,100	\$813,900	\$657,800
FINANCIAL ASSETS							
Investments							
Median	\$2,211,000	\$1,513,000	\$4,550,000	\$3,210,000	\$1,718,000	\$3,375,000	\$2,756,000
Mean	\$605,600	\$414,200	\$965,600	\$787,000	\$306,100	\$813,900	\$1,366,000
Primary Home Value							
Median	\$1,619,000	\$958,000	\$2,351,100	\$1,858,500	\$870,400	\$1,814,700	\$1,661,200
Mean	\$1,330,600	\$1,594,800	\$2,521,700	\$1,705,900	\$729,700	\$1,594,800	\$1,332,600
Value of Other Real Estate							
Median	\$1,395,400	\$1,152,400	\$2,057,200	\$1,718,300	\$868,400	\$1,433,500	\$1,510,500
Mean	\$886,400	\$963,500	\$1,444,400	\$1,346,200	\$541,700	\$847,200	\$833,300
Net Worth							
Median	\$2,500,000	\$1,298,000	\$4,875,000	\$3,500,000	\$1,433,000	\$3,400,000	\$2,600,000
Mean	\$3,608,000	\$2,348,000	\$1,444,400	\$4,458,000	\$2,249,000	\$4,458,000	\$3,845,000

For Advertising Information

Contact your Moffly Media representative, or the Sales Department at 203-222-0600.