

THE REAL SIMPLE READER

Ratebase **1,975,000** / Readers **6.2M** / Median Age **55** / Median HHI **\$106,811**

Own a Home **82%** / College Educated **86%** / Kids in HH **32%** / Millennials **24%**

TRENDING
YOUNGER
MILLENNIAL
COMPOSITION
+10%



Source: MRI Doublebase 2020
MRI Fall 2020 vs Fall 2019

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For more information, contact Daren Mazzucca, SVP, Group Publisher, at Daren.Mazzucca@meredith.com or your REAL SIMPLE Account Manager.

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Unique Visitors **7.9M** / Median Age **54** / Median HHI **\$83,564**

Own a Home **71%** / College Educated **72%** / Kids in HH **35%** / Millennials **28%**

MEDIAN HHI
INCREASED
BY 2%



Source: comScore Multi-Platform October 2020

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