

# HARVARD

MAGAZINE

## Spending POWER



**Reach 245,000 affluent, passionate readers.** Harvard alumni's lifelong relationship with the university translates into a uniquely personal and involved relationship with *Harvard Magazine*.

Our readers are educated, affluent and cultured. They are financially savvy and ultra-connected. As a single group, they are the people who can, and will influence the decisions of their peers.

### Reader Profile:

Median Age: 54	Male/Female: 51% /49%
Median Household Income: \$205,719	Average Household Income: \$355,183
Median Net Worth: \$1,246,273	Average Net Worth: \$2,344,063
Median Value Principal Residence: \$591,590	Average Value Principal Residence: \$732,856

- 26% in Top Management
- 91% of readers own their principal residence
- 54% of readers own homes valued at \$500,000+
- 54% will build or buy a home in the next year
- #1 against all MMR-measured magazines on average stock portfolio (\$623,632)

### In the last 12 months:

- 47% of readers have attended and charitable/benefit event
- 77% of readers have visited a museum
- 34% of readers have visited a wine/food tastings/festivals
- 40% of readers have taken 5+ vacation trips
- 57% of readers have invested in stocks, mutual funds, etc.

### *Harvard Magazine* Readers As Ranked Against MMR-Measured Competitive Set:

Household expenditures in the past year:

- #1 on business/personal travel and vacations (inside and outside the U.S.)
- #1 on operate a sailboat/power boat
- #1 on fitness center programs, gym memberships, personal trainers, etc.
- #1 on dining at fine restaurants
- #1 on computer equipment and peripherals

Source: 2014 Mendelsohn Affluent Survey, Ivy League Magazine Network

MMR-measured competitive set: *The Atlantic*, *Conde Nast Traveler*, *The Economist*, *Fast Company*, *Forbes*, *New Yorker*, *Vanity Fair*, *The Week*.

To advertise, contact Bob Fitta at 617-496-6631 or [bob\\_fitta@harvard.edu](mailto:bob_fitta@harvard.edu)