

Kiplinger's Personal Finance Magazine

EDITORIAL PROFILE

Kiplinger's Personal Finance is the standard bearer in personal finance journalism. For more than 57 years this magazine has staked its claim by providing investing, managing, and spending guidance with a consistent timely and authoritative editorial voice. The readership consists of affluent men and women who are actively involved in their own personal-finance decisions they recognize the value of and place trust in *Kiplinger's* magazine.

CIRCULATION

Rate Base 800,000
Audience 2,453,000

AUDIENCE PROFILE

GENERAL	
Median Age	56.8
Median HHI	\$100,430
Median IEI	\$68,786
Married	72%
Own Home	87%
EDUCATION	
Graduated College	62%
EMPLOYMENT	
Professional/Managerial	41%
READERSHIP	
Male	63%
Female	37%
Average Read Time	52 minutes



2012

adinknetwork.com
adinkvillage.com