

WOMAN'S DAY

EDITORIAL PROFILE

Woman's Day covers all aspects of today's active women, including trends and new products; inspirational tips on career, money, and relationships; parenting resources and children's health; and home decorating. Monthly features include the award winning "Your Health" and "WD Checkup" columns. Woman's Day's partnership with the American Heart Association provides readers with expert information on staying heart-healthy throughout the year.

CIRCULATION

Rate Base: 3,800,000

Audience: 21,342,000

AUDIENCE PROFILE

GENERAL	
Median Age	51.7
Median HHI	\$59,484
EDUCATION	
Attend College	57%
EMPLOYMENT	
Employed	55%
Working Mothers	28%
LIFESTYLE	
Married	62%
Children	39%
Home Owners	75%

EDITORIAL TOP FIVE CATEGORIES

- Live Well
- Money/Home
- Beauty/Style
- Be Well
- Eat Well



2012

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