

## Madison Magazine

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Subscribers to Madison Magazine, the premier local publication in this market that is consistently ranked as one of the top places to live.

Madison Magazine's readers are affluent, upwardly-mobile and family-oriented. Dane County, in which Madison resides, is one of the most progressive, independent-thinking counties in the United States. Serving as a major local publication in an area whose median age is 33 and is consistently ranked as one of the top places to live, the magazine covers the arts, business, lifestyle, dining & food, health, home, politics and more.

Specifically, Madison Magazine readers are:  
35% more likely to earn \$100K+ HH income  
59% more likely to be a CEO/Owner/Partner  
26% more likely to use the Internet in the last month  
26% more likely to affluent working women  
24% more likely to hold one or more degrees  
77% more likely to purchase a new car/van/truck  
46% more likely to attend opera/symphony/theater  
63% more likely to be homeowners planning to buy a new home

This list is a great source for travel, financial and up-scale catalog offerings, as well as book, magazine, and cultural promotions. If you want to target a prosperous, sophisticated audience in the Midwest, then this is your list.

Sample mailing piece required.

## MADISON

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13,164

\$125.00/M

5,000

Quarterly

4-UP CHESHIRE N/C  
4-UP PSL \$7.50/M  
CD \$50.00/F  
EMAIL \$60.00/F  
FTP \$60.00/F

SCF \$6.00/M  
ZIP \$6.00/M  
State \$6.00/M  
Gender \$10.00/M  
Keying \$5.00/M



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