

## ENGAGING 8MM+ THOUGHT LEADERS

7.2MM

AVERAGE MONTHLY  
UNIQUE VISITORS

550,000

RATEBASE

200,000

DAILY NEWSLETTER  
SUBSCRIBERS

88,000+

IPAD WEEKLY  
READERS



\$154,700

MEDIAN HHI

47

MEDIAN AGE

62% 38%

MALE / FEMALE

**GRADUATED COLLEGE+**

COMP 85% | INDEX 120  
RANK #2

**C-LEVEL**

COMP 36% | INDEX 184  
RANK #2

**INFLUENTIAL**

COMP 27% | INDEX 160  
RANK #1

Source: AAM, June 30 2016; Google Analytics 1H 2016; Mixpanel; Ipsos Affluent Survey Spring 2016, Numbers represent brand total (print + digital)  
Competitive Set: The Atlantic, The Economist, The New Yorker, Bloomberg, Businessweek, Forbes, Fortune and Time