

DEMOGRAPHICS

2018 MEDIA KIT

➔ READER PROFILE

Age

Age 25-34.....	19%
Age 35-44.....	18%
Age 45-54.....	19%
Age 55-64.....	15%
Median age.....	47

Gender

Female.....	63%
Male.....	37%

Marital Status

Married.....	65%
Live with partner.....	11%
Single.....	24%

Education

Graduated college.....	79%
Post graduate study.....	35%

Occupation

CEO/owner/executive/VP.....	20%
Technical staff and professional (engineer, architect, doctor, lawyer).....	35%

➔ ENGAGEMENT

Readership Habits

Read the last 4 out of 4 issues.....	76%
Average time spent reading.....	1.03 hours

Actions Taken

Took action as a result of reading magazine.....	96%
Attended an event.....	43%
Passed along item of interest.....	64%
Planned an outdoor activity.....	48%

Frequently purchase products.....	72%
Visited a restaurant.....	86%
Visited a specific Web site.....	46%

➔ SPENDING POWER

Annual Household Income

Average household income.....	\$222,963
Greater than \$100,000.....	85%
Greater than \$150,000.....	45%
Greater than \$200,000.....	28%

Net Worth

Average net worth.....	\$2,024,000
Greater than \$500,000.....	69%
Greater than \$1,000,000.....	48%
Greater than \$2,000,000.....	27%

Plan to purchase in the next 12 months

Automobile.....	21%
Craft beer.....	45%
Dental services.....	63%
Dining entertainment.....	90%
Furniture/home furnishings.....	59%
Health club/exercise class.....	54%
Medical services.....	51%
Men's apparel.....	71%
Premium liquor.....	25%
Vacations/travel.....	76%
Wine.....	66%
Women's apparel.....	83%

LEISURE

➔ Dining

Average meals out in past month.....	11
Average number of meals at a fine	

dining restaurant a year.....	13
Average amount spent out on dinner for two.....	\$80
Visited a brewery in the past month.....	47%

➔ JET-SETTING

Travel

Spent more than \$5,000 on travel in past year.....	48%
Plan to travel in the next 12 months.....	89%
Travel 4+ times a year.....	39%
Travel plans are influenced by <i>San Diego Magazine</i>	36%
Average spent on hotel (per night).....	\$215

Where do you plan to travel in the next 12 months?

Arizona.....	23%
Baja, Mexico.....	20%
Hawaii.....	29%
Las Vegas.....	34%
Los Angeles.....	37%
Palm Springs/Desert Cities.....	34%
San Francisco.....	38%
Santa Barbara.....	30%
Temecula.....	24%

➔ REAL ESTATE

Own home.....	77%
Own a vacation home.....	15%
Average value of home.....	\$1,090,000
Plan to purchase home décor/appliances in the next 12 months.....	40%
Plan on remodeling in the next 12 months.....	27%
Plan to purchase a new home.....	7%

San Diego Magazine reaches the most sophisticated, affluent consumers in the market.

*Source: Erdos & Morgan Subscriber Study, 2015
& CVC Audit, December 2015

San Diego
MAGAZINE

For more info, contact Jamie Miller at jamiem@sdmag.com or 619.744.0501