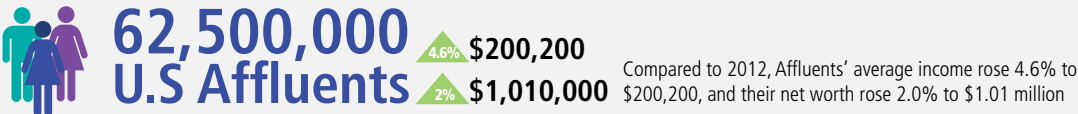


Affluent Population Grows Larger, Wealthier, and More Engaged with Media



Digital Media Use Grows Sharply, But Largely Supplements – Rather than Replaces – Traditional Media Use

Affluent is defined as adults aged 18+ living in households with at least \$100,000 in annual household income. Roughly 20% of U.S. households, Affluents account for 60% of U.S. household income, and 69% of U.S. net worth.

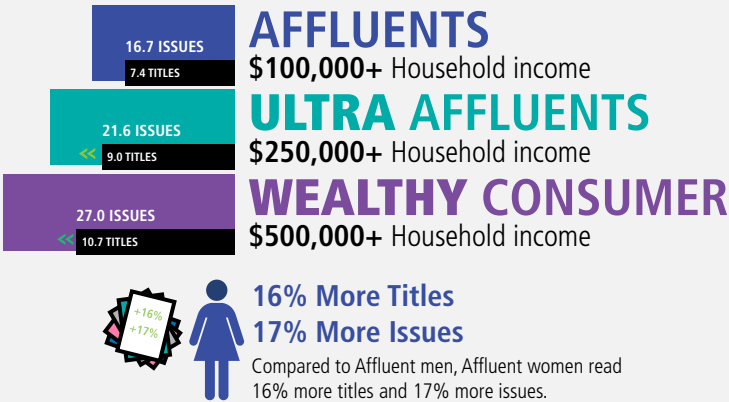


Print Publications

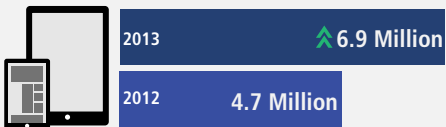


The number of Affluents who read a **print publication** rose to more than **50 million**

Coupled with the growth of the Affluent population, the number of Affluents who read a print publication rose to more than 50 million. The total duplicated average-issue audience (AIA) is more than 207 million, a figure that declined 2.4% from 2012. Average print publications read are shown below:



Magazine & Newspaper Apps

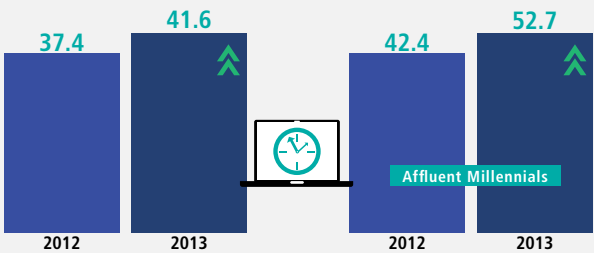


6.9 million Affluents have downloaded a magazine app, up 47% from 4.7 million in 2012;



8.5 million Affluents have downloaded a newspaper app, up 21% from 7.0 in 2012.

Internet Usage

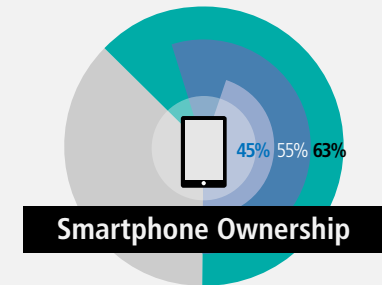
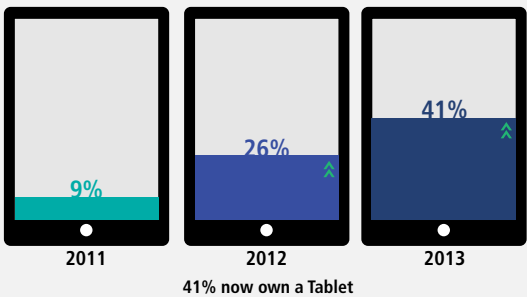


Hours online in a typical week rose to 41.6, up from 37.4 in 2012; Affluent Millennials average 52.7 hours online weekly, up from 42.4 in 2012.

Several websites related to entertainment, shopping, travel and social media showed significant growth in Affluent visitors.



Tablet Ownership



63% now own a smartphone, up from 55% in 2012 and 45% in 2011.

About the Ipsos Affluent Survey USA

Formerly branded as the Mendelsohn Affluent Survey, The Ipsos Affluent Survey USA has heritage of industry leadership that dates back 37 years. With 4,000+ individual users from 400+ subscribing organizations, the study is widely recognized as a definitive source of information about the lives, lifestyles, purchase patterns and media habits of Affluent Americans. Among other uses, it serves as a currency study for Affluent print advertising – the agreed-upon source of audience measurement data used by agencies, advertisers and media companies in negotiating the cost and placement of advertising. The 2013 Ipsos Affluent Survey USA was conducted from March through July, and has a sample size of 13,348 adults living in households with at least \$100,000 in annual household income. The survey uses a random probability sample drawn from address-based sample frame as well as other rigorous methodologies to ensure the results are projectable to the population of America's 62.5 million Affluents.

The Ipsos Affluent Survey provides a global perspective on Affluents in more than 50 countries. It combines the resources and insights of industry leading studies around the world, including the studies previously branded as Mendelsohn Affluent Survey (US), PAX (covering Asian countries), and EMS (covering Europe, Africa, Latin America and the Middle East).