



## Readership

AUDIENCE PER ISSUE

**4,998,000**

READERS PER COPY

**11.2**

MEDIAN AGE

**46**

MEDIAN HOUSEHOLD INCOME

**\$101,438**

*Source: 2016 GfK MRI Fall*

## Deadlines

ISSUE CLOSE

**May 15, 2017**

MATERIALS DUE

**May 22, 2017**

## July 2017: Special Advertising Section

# Fitness Franchises



Southwest Airlines serves the business traveler of today: The carrier is No. 1 in domestic business travel.



1.6 million readers say that they have a goal to make it to the top of their profession, and one in nine readers are among the top management ranks of their company.



Southwest travelers display extraordinary earning power, with a median HHI of \$101,438—80 percent greater than the median U.S. HHI.

## Contact Information

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