

# THE AREA'S MOST AFFLUENT MAGAZINE AUDIENCE

In order to provide the most reliable data for marketers, *Sarasota Magazine* enlisted the leading U.S. provider of multimedia audience research data—Mediamark Research, Inc. (MRI) of New York, N.Y.

The results of the study prove that *Sarasota Magazine* subscribers are sophisticated, highly affluent, acquisitive and engaged readers—just the type of consumers who are critical to the success of our advertisers.

## A snapshot of the *Sarasota* subscriber

College educated	94%
Post-grad study	36%
Female	64%
Married	77%
Between 35 and 65 yrs	60%

## Affluence

Average household income	\$355,000
Have a household income of \$150,000 or more	50%
Average net worth (average, incl. real estate)	\$2.69 mil
Have a total net worth of \$1million or more	63%
Average investment portfolio (not incl. real estate)	\$1.62mil
Have a portfolio of \$500,000 or more	55%
Average value of home	\$842,000
Have imported cars	77%
Make philanthropic donations	88%

## Luxury services used in the last 12 months

Financial advisor/stock broker	71%
Personal accountant	65%
Wealth management company	38%
Landscaping service	65%
Interior designer	32%
Real estate professional	36%
Attorney	47%
Catering professional	26%

## Luxury products purchased in the last 12 months

Fine wine	82%
Premium liquors	63%
Total average spent on fine wine and premium liquors	\$1,799
Fine jewelry	50%
Watches	35%
Total average spent on jewelry and watches	\$4,988
Fine art/antiques	41%
Total average spent on art and antiques	\$5,503
Home electronics/photo equipment	58%
Total average spent on electronics and photo equipment	\$2,259

## SUBSCRIBER DEMOGRAPHICS

### Engagement

Bought a product or service as a result of reading the magazine	97%
Dined in a restaurant as a result of reading the magazine	85%
Regular readers (read 3-4 issues out of 4)	96%
Average number of times readers looked into an issue	3
Average number of readers per issue	3
Display the magazine in their home	77%
Average time spent with each issue	57 minutes
Average amount of time subscribers keep an issue	3.3 months

### An Exclusive Sarasota Magazine Readership

Do not read The Observer Group	86%
Do not read Scene	83%
Do not read Style	76%
Do not read The Pelican Press	75%
Do not read SRQ Magazine	70%

### The Home

Average value of home	\$842,000
Own a vacation home	48%
Major remodeling/renovation in the last 12 months	49%
Spent an average total on remodeling/renovation/appliances in the last 12 months	\$41,800
Spent an average total on furniture/home furnishings in the last 12 months (this figure is based on purchases of furniture, floor coverings, linens, accessories and other home furnishings)	\$21,032

### Healthcare

In the last 12 months:	
went to a dermatologist or a skin-care specialist	90%
went to an ophthalmologist or optometrist	70%
went to a cardiologist	31%
went to a spa or medspa	43%
Fitness:	
Walk/jog/run for exercise	99%
Gym workout	52%
Use a personal trainer	26%

### Luxury Automobiles

Median autos owned or leased per household	3
Plan to purchase or lease in the next 12 months	39%
Compared to the national average, subscribers owned	
Times the Mercedes	14
Times the Jaguars	17
Times the Lexus	18
Times the Infinitis	4
Times the Porsches	12
Times the Cadillacs	5
Times the BMWs	6
Times the Lincolns	5
Times the Audis	7

### Finance

Use a financial advisor/stockbroker	71%
Use a personal accountant	65%
Use a wealth management company	38%
Made philanthropic donations of \$1,000 in past 12 months (average total donation of \$7,000 in the past 12 months)	88%
Own an American Express Card	53%

### Leisure

Took a vacation or trip in the last 12 months	94%
Traveled outside the U.S. in the last 3 years	69%
Use the Internet regularly	75%
Buy wine	86%
Have a home office	63%
Average number of restaurant visits per month	11
Attend concerts/dance/live theater performances	76%
Go to museums	68%
Garden	57%
Attend charity events	56%
Attend antique or art shows/auctions	42%
Attend pro sports events	39%
Play golf	39%
Entertain at home	85%

MRI Study