

► Readership Profile

Sky's audience ►

Audience Per Issue	6,293,000
Readers Per Copy	11.5
Circulation Per Month	600,000+
Median Age	46
Average Household Income (HHI)	\$132,864
Average Personal Income (IEI)	\$86,612
Average Value of Home	\$380,835
Average Net Worth	\$506,230

Sky's readers

READERS

Men	51%
Women	49%
Married	73%
Single	27%

AGE

Age 25-39	27%
Age 25-54	59%
Age 35-54	40%
Age 50+	41%

EDUCATION

College Educated	84%
Post-Graduate Degree	19%

EMPLOYMENT

Employed	75%
Professional/Managerial	43%
Top Management	10%

HOME OWNERSHIP

Owens a Home	74%
Home Value 200,000+	61%

AFFLUENCE

HHI \$100,000+	64%	IEI \$75,000+	38%
HHI \$150,000+	38%	IEI \$100,000+	22%
HHI \$200,000+	20%	IEI \$150,000+	11%

Sky's readers are

LOYAL CONSUMERS 84% say that when they find a brand they like, they stick to it. **76%** agree that if a product is made by a company they trust, they will pay more for it.

AMBITIOUS 85% are ambitious and consider aspiring to get ahead important. **74%** often lead others. **91%** believe giving their best effort is important.

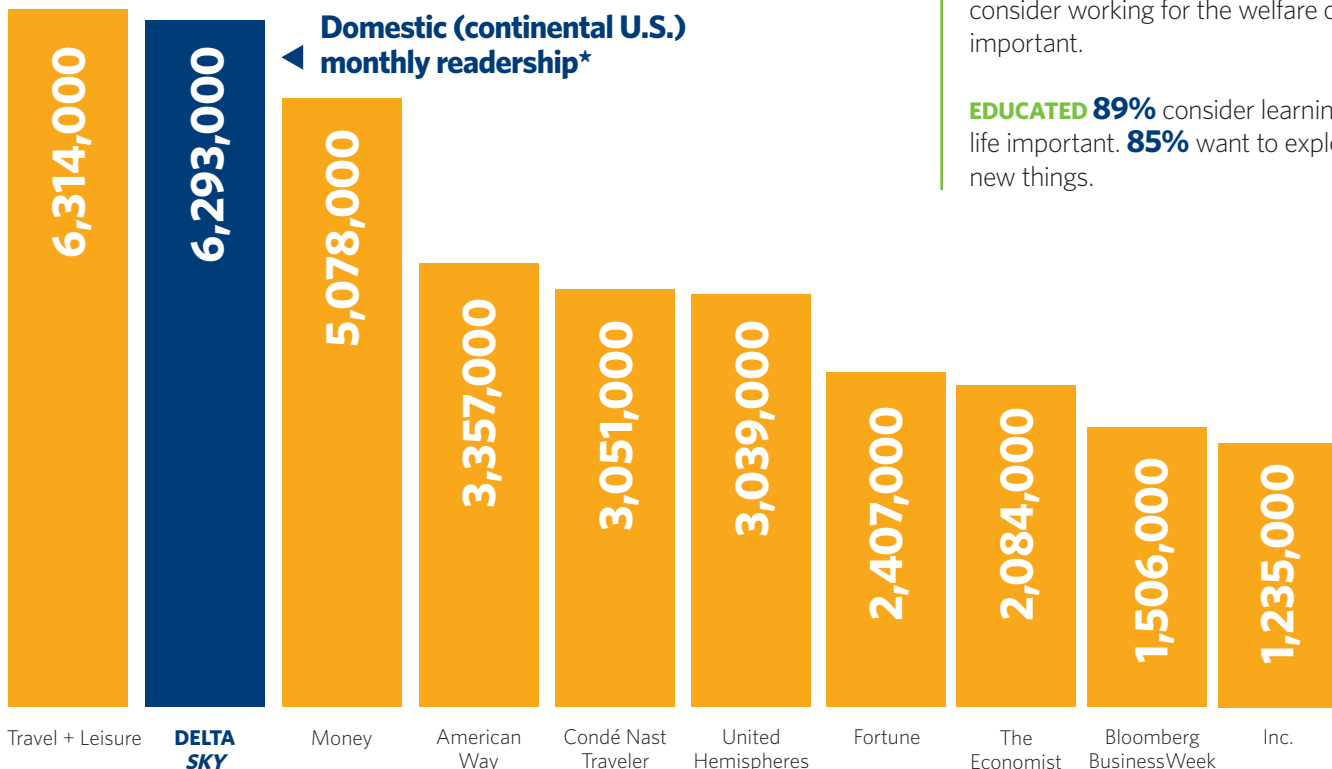
ADVENTURE SEEKERS 91% value excitement in their lives. **75%** prefer to travel to places they've never been on their vacations. **64%** choose active vacations.

QUALITY CONSCIOUS 68% agree that they buy based on quality, not prices. **64%** are willing to pay more for top-quality electronics.

UP-TO-DATE 74% consider it important to keep up-to-date with news and current affairs.

SOCIALLY ACTIVE 93% have been involved in public activities in their community. **71%** consider working for the welfare of society important.

EDUCATED 89% consider learning throughout life important. **85%** want to explore and learn new things.



*MRI only surveys the continental U.S.

Delta Sky's global readership (international + domestic) is estimated to be 7,000,584

Source: 2018 Spring & 2017 Fall GfK MRI & BPA June 2017