



## Reader Profile

### Demographics

**Gender** | 63% female | 37% male

**Education** | 15% Ph.D. | 33% Masters/Professional | 37% Bachelor's | 5% Associates

**Income** | More than **50%** of households earn **more than \$90,000** per year

### Behavior

**81%** of *Boom* readers dine out more than 100 times a year.

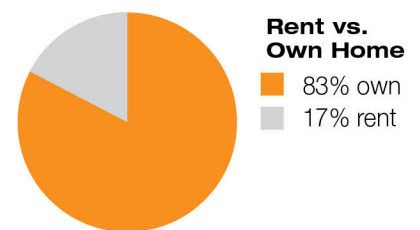
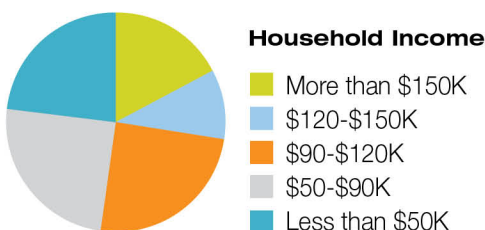
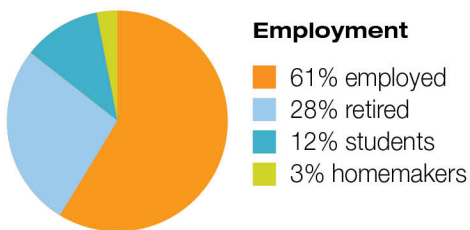
**22%** of *Boom* readers dine out more than 200 times a year.

**76%** take 3 or more road trips per year.

### Media Exposure

**82%** of readers pay attention to magazine ads—more than any other advertising venue.

Readership study conducted by:



**DINING**  
**73%** have dined at a restaurant as a result of reading about it in *Bloom*.

**SAVING ISSUES**  
**47** save their issues of *Bloom*.

**More than half** have purchased a product or service as a direct result of reading about it in *Bloom*.

**Bloom**  
MAGAZINE

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