

# SEMINOLE magazine

## DEMOGRAPHICS:

*Seminole* magazine is distributed quarterly to nearly 37,000 residents of Seminole County, Florida directly through the mail (Feb. '10: 36,973). An additional 5,000+ copies are distributed at select locations throughout the county. With a distribution geared to upper-income county residents plus people who have purchased new homes in the past nine months, you get in front of enthusiastic consumers with higher disposable incomes, plus new residents who need to find your business or service.

**Two thirds of the magazines are delivered to select carrier routes throughout Seminole County.** This means that every homeowner in a carrier route receives a magazine. We excluded mobile homes and apartments, however, since we chose only carrier routes in very affluent areas the readership demographics are impressive.

### AGE:

19-35 = 9%  
36-45 = 25%  
46-55 = 41%  
56-65 = 25%\*

### INCOME:

under 100k = 7%  
101 to 250k = 76%  
251 to 500k = 13%  
over 500k = 4%

\*The above mentioned age percentages exclude those 66+ and unknowns. They were both excluded because they are combined.

**The other third is delivered to select carrier routes throughout Seminole County and are only delivered to those who meet our income criteria.** The income criteria is 100,000K+, 125,000K+, 150,000K+. In some areas we wanted to ship many copies to that location, in others we had to increase the minimum income criteria to limit the number of copies shipped. The average for all of the four income levels combined is as follows:

### OVERALL AGE:

19-35 = 2%  
36-45 = 17%  
46-55 = 32%  
56-65 = 24%  
66+ = 23%\*

\*The percentage for 66+ also includes age unknowns.

Even though the incomes vary, the age demographics are fairly proportional. For example:

### 100K+ AGES:

19-35 = 2%  
36-45 = 11%  
46-55 = 24%  
56-65 = 28%  
66+ = 35%

### 185K+ AGES:

19-35 = 3%  
36-45 = 15%  
46-55 = 35%  
56-65 = 24%  
66+ = 23%

We also ship to new homeowners who have purchased their homes for **over \$250,000** within the past nine months.