

# EPICUREAN READERS

## PRINT

925,000 RATE  
BASE

## MRI

AUDIENCE (000)	7,809
MEDIAN AGE	48
% MEN/WOMEN	35/65
MEDIAN HH INCOME	\$91,277
HHI \$100K+ (000)	3,592

Source: MRI Fall 2016

## IPSOS

AUDIENCE (000)	3,020
MEDIAN AGE	48
% MEN/WOMEN	50/50
MEDIAN HH INCOME	\$161,000

Source: Ipsos Affluent Survey Fall 2016

## DIGITAL

8.5MM MONTHLY  
UNIQUE VISITORS

MONTHLY PAGEVIEWS	15MM
MEDIAN AGE	48.6
% MEN/WOMEN	40/60
MEDIAN HH INCOME	\$85,544

Source: 2015 Comscore December 2016, @Plan Q4 2015  
foodandwine.com

The duplication between print and digital is less than 3%, providing exceptional reach.

