

Digital Network Audience Profile

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TRAFFIC

Unique Visitors (000)	18,574
Page Views (000)	291,956
Page Views per Person	16
Time per Person	20.5

DEMOGRAPHICS

Male / Female	58% / 42%
Average Age	47

	Comp (%)	Index
HHI \$100K+	32	158
HHI \$150K+	12	191
College Graduate or More	55	190
Top Management	8	143
Business Decision Maker	24	163
Traveled for Vacation in Last 3 Months	37	143
Own Luxury Vehicle	15	118
Market Value of Portfolio \$500K+	8	127



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