

# READERS | Sun Valley Magazine

104,000  
total readership

56% of our readers are local residents.

## DEMOGRAPHICS

Average Household Income**	\$236,000 plus
Median Income +\$300K**	27%
Median Age*	49
Male*	52%
Female*	48%
Married	71%
Education:	
college graduate	90%
post graduate education	32%
Own a home in Sun Valley	56%
Own more than one home**	22%
Average New Home Costs	\$2.2 million

## READER INVOLVEMENT

Readers per copy***	5.2 readers
Average months readers keep copy of SVM*	11.5 months

All information from the Ketchum/Sun Valley Chamber & Visitors Bureau 2008, except where noted. \*Reader Survey, The Bedford Group, Irvine CA. \*\*Reader Survey, Winter/Spring 2004. \*\*\*Magazine Publishers Association average.

