

# A Composite Sketch Of Our Readers

*They're engaged and active folks with the time and means to purchase your products or services.*

WHO ARE the readers of *Our Wisconsin* magazine?

These people love where they live, as evidenced by their purchase of a subscription to a colorful magazine that celebrates all that's great in the Badger State.

*Our Wisconsin* readers are highly active people who have the time and the means to travel extensively in our state...and thoroughly enjoy all the things it has to offer.

Our readers are most often married couples who own their homes and are productive citizens with family roots here. They enjoy gardening, cooking, home improvement projects, exercising and outdoor sports such as hunting and fishing.

They're sports enthusiasts to the core, and about the only thing they'd rather do besides getting outdoors and enjoying nature is to cheer on the Packers, Badgers, Bucks and Brewers!

A composite sketch of the average *Our Wisconsin* reader was compiled by overlaying known demographics from the databases on which our active subscriber list of more than 100,000 has been built. Of this number...

- 82%** are mail-order shoppers
- 72%** shop in specialty retail stores (apparel, sporting goods, gifts and more)
- 82%** tackle home improvement projects
- 79%** engage in home decorating
- 82%** are avid music listeners
- 79%** are homeowners
- 72%** enjoy cooking
- 68%** classify themselves as gourmet cooks
- 83%** enjoy reading
- 87%** hunt or fish
- 75%** actively exercise
- 79%** use computers

Fully 89% of our readers are sports spectators. Most favor football, baseball, auto racing, basketball and hockey.

With 96% of subscribers at or near retirement age, our readers have the time and assets to travel and enjoy this state. Yet 41% of these households have working women, offering further evidence that no matter what their age, these folks remain vital and active.

**No One Covers Wisconsin Like We Do!** *Our Wisconsin* readers live in every one of Wisconsin's 72 counties. Though our readership is well represented in the smaller towns throughout the state, our leading counties for readership are those with larger metro areas. In order, these high circulation counties are: Dane, Waukesha, Brown, Outagamie, Milwaukee, Winnebago, Marathon, Washington, Sheboygan and Wood.

Approximately 10% of our readers live outside Wisconsin, and our readership is represented in all 50 states. Many transplanted Wisconsinites tell us they love this magazine, which reminds them of home. In order, our highest "outside states" for readership are: Illinois, Florida, Minnesota, Arizona, California and Texas.

***Our Wisconsin* is the most popular magazine ever devoted to this state.** Our paid subscriber list of 100,000 was achieved in just 2 years. Here's your chance to harness the momentum of the hottest magazine in Wisconsin to benefit *your* business. Give us a call to see how we can help fill your advertising needs.

**Come Grow with Us!**



## Our Wisconsin