



MORE

editorial mission

More is the leading voice of today's sophisticated, affluent and accomplished woman 40+ enjoying the richest years of her life, sharing news and advice on beauty, fashion, health, career, travel, money and relationships from her perspective.

circulation

More has grown by an astounding rate since its inaugural issue in 1998, proving that an untapped market has finally found its voice. Honored as *Advertising Age's* magazine of the year in 2006, A-List winner in 2007 and was on *AdWeek's* "HOT LIST" for three consecutive years. *More* is positioned as the unsurpassed leader in serving the 40+ market of today's modern women. Women who are passionate, driven, confident, influencers and adventure seekers who live every day to its fullest.

audience profile

rate base	1,300,000
frequency	10 times
median age	51 years
median household income	\$92,558
own home	82%
median home value	\$309,831
female/male ratio	93/7

direct buying power

More readers represent a rich, affluent audience of passionate readers and responders.

- Almost all (96%) made a direct purchase (mail, phone or online) in the past year
- They averaged 17 direct purchases, 46% higher than the national average
- They spend an average of \$1,400 on direct purchases, 79% higher than the national average
- 93% took action as a result of reading an article/ad
- 77% visited a website mentioned in an ad
- 69% clipped/saved a company's website address
- 48% purchased products/services they saw in *More*