



editorial mission

Midwest Living is the leading lifestyle media brand that explores the region, savors its unique flavors and celebrates the people who make the Midwest shine. The exploration unfolds with an insider's view of the hidden gems of the Midwest: places to go, things to see and do, all through the eyes of Midwesterners. Food and cooking are true passions of the *Midwest Living* reader. Each issue offers sweet and savory recipes, tested for flavor, prepared with indigenous ingredients and photographed in mouth-watering splendor. *Midwest Living* delivers over 3 million* active Midwesterners who love where they live and come to the brand to enhance their lives. We celebrate their accomplishments, their spirit and their commitment to a better tomorrow.

audience profile

rate base	950,000
readership	4,102,000
frequency	bi-monthly
median age	55 years
median household income	\$64,448
own home	87%
median home value	\$185,556
female/male ratio	78/22

circulation

Midwest Living serves the nation's second largest region as the only magazine that is relevant to the lifestyles and tastes of Midwesterners. With a growing readership of over 4 million, *Midwest Living* helps you connect with a powerful audience of consumers who have among the highest discretionary incomes of any region in the country.

direct buying power

Midwest Living speaks to the best of the Midwest—affluent home-owners with immense spending power—in a voice that inspires them to action:

- Almost all (98%) made a direct purchase (mail, phone or online) in the past year
- They averaged 15 direct purchases, 29% higher than the national average
- 95% took action as a result of reading an article/ad
- 82% visited a website mentioned in an ad
- 72% clipped/saved a company's website address
- 36% purchased products/services they saw in *Midwest Living*