

WHO READS SELF IMPROVEMENT MAGAZINE?

Self Improvement Magazine is a valuable resource for individuals who want to achieve the level of happiness and success they deserve through personal development. The core audience of *Self Improvement Magazine* include: mid to high-level managers, executives, entrepreneurs, business owners and human resource professionals.

Entrepreneurs - 35%
Business owners - 30%
Managers - 20%
Other - 15%



Demographics

- 52% male and 48% female
- Ages 35 to 55
- Median household income levels between \$50,000 and \$150,000
- 2/3 have at least one child
- 2/3 have their own home

Circulation

Self Improvement Magazine utilizes a combination circulation strategy of paid subscribers and strategic drop points at high-end retail locations throughout San Diego county. We expect the circulation growth rate of *Self Improvement Magazine* to increase 2,500 magazines each issue.

Paid Subscribers *Self Improvement Magazine's* growing paid-subscriber base of high achievers gives advertisers the opportunity to reach a target market of key decision-makers.

Retail Wire Racks More than 50 wire racks are positioned in high-volume and strategic retail stores, restaurants, coffee houses, hotels, markets, and gyms all over the San Diego area. We honor our local community and therefore make *Self Improvement Magazine* available for free all over San Diego County.