

WESTERN NEW YORK  
**HERITAGE**

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## READERSHIP PROFILE

Circulation: With a loyal subscriber base, consistent newsstand performance and copies in numerous libraries, schools and offices throughout Western New York, *Western New York Heritage* boasts about 20,000 readers per issue. In addition, surveys repeatedly tell us that unlike most periodicals, readers retain their back issues as part of their personal libraries, further extending the visibility of our sponsors for years to come.

### Reader Profile

The average reader of *Western New York Heritage* is educated, fairly affluent and involved in their community and the opportunities it has to offer.

Roughly 80% of our readers are age 45+, with 55% of those falling in the 45-64 demographic.

Ninety percent have at least a 4-year college degree, with 20% holding postgraduate degrees.

Twenty-six percent are licensed professionals, such as attorneys, physicians, CPA's architects, engineers, stock & real estate brokers. Nearly 20% are CEOs & owners or officers of public and private companies.

Many are members of civic groups and cultural organizations, with some serving on their boards. They consistently list continuing education, culture, entertainment and the arts at the top of their avocational interests.

The average reader's household income is over \$90,000, with nearly 30% being over \$100,000.

While geographically our readers come largely from the eight Western New York counties, we also have subscribers in 42 of the 50 states, southeast Ontario and on three continents.