

# DEMOGRAPHICS OF OUR READERS

## Primary Edition (North State CA)

Butte County: 222,080 - 61,072 are 50 +  
Del Norte County: 27,873 - 7,665 are 50 +  
Humboldt County: 134,493 - 36,985 are 50 +  
Lassen County: 32,163 - 8,845 are 50 +  
Nevada County: 98,200 - 27,005 are 50 +  
Placer County: 367,309 - 101,009 are 50 +  
Sacramento County: 1,463,000 - 402,325 are 50 +  
Shasta County: 178,980 - 49,219 are 50 +  
Tehama County: 63,057 - 17,341 are 50 +  
Yuba County: 73,340 - 20,168 are 50 +  
**TOTAL POPULATION: 2,660,505**  
**TOTAL 50 + POPULATION: 731,634**  
**\*MAGAZINE READERSHIP: 120,000**

California Real Median Family Income - \$71,015

## San Jose - Santa Clara CA Edition

San Jose: 998,537 - 274,598 are 50 +  
Santa Clara: 120,245 - 33,067 are 50 +  
**TOTAL POPULATION: 1,118,782**  
**TOTAL 50 + POPULATION: 307,665**  
**\*MAGAZINE READERSHIP: 30,000**

California Real Median Family Income - \$71,015



Age Group: People 50 and over  
27.5% Of Over 50 Population In United States\*\*

**\*TOTAL MAGAZINE READERSHIP: 252,000**  
**TOTAL POPULATION ALL EDITIONS: 6,403,949**  
**TOTAL 50 + POPULATION ALL EDITIONS: 1,761,492**

\*Based on a nation survey that shows three readers per niche magazine  
\*\*US Census Bureau

## South Jersey NJ Edition

Burlington County: 450,838 - 123,980 are 50 +  
Camden County: 512,854 - 141,035 are 50 +  
Gloucester County: 290,265 - 79,823 are 50 +  
**TOTAL POPULATION: 1,253,957**  
**TOTAL 50 + POPULATION: 344,838**  
**\*MAGAZINE READERSHIP: 42,000**

New Jersey Real Median Family Income - \$88,419

## Jersey Shore NJ Edition

Ocean County: 583,414 - 160,439 are 50 +  
Monmouth County: 629,672 - 173,160 are 50 +  
**TOTAL POPULATION: 1,213,086**  
**TOTAL 50 + POPULATION: 333,599**  
**\*MAGAZINE READERSHIP: 30,000**

New Jersey Real Median Family Income - \$88,419

## Clearfield & Jefferson Counties PA

Clearfield County: 81,174 - 22,323 are 50 +  
Elk County: 31,479 - 8,657 are 50 +  
Jefferson County: 44,966 - 12,366 are 50 +  
**TOTAL POPULATION: 157,619**  
**TOTAL 50 + POPULATION: 43,345**  
**\*MAGAZINE READERSHIP: 30,000**

Pennsylvania Real Median Family Income - \$67,876

Today's Senior  
magazine  
LLC