

AN ACTIVE ENGAGED AUDIENCE



Politically Active Index					
Category	WEX	TWS	Roll Call	Politico	The Hill
Registered to Vote (95%)	113	115	109	110	112
Signed a Petition in Past Year	253	231	201	187	220
Wrote or Called a Politician in Past Year	368	280	225	234	301
Attended a Political Rally or Speech in Past Year	791	370	375	200	281
Actively Participated in a Group That Tries to Influence Public Policy or Government in Past Year	282	274	280	224	293
Worked For a Political Party in Past Year	260	287	247	206	231



GENDER AND AGE

29%

FEMALE

71%

MALE

READERS 35-45

49%



EDUCATION

47% COLLEGE

DEGREE +

26% MASTER'S/POST

GRAD DEGREE



JOB LEVEL

206 INDEX

CEO/EXECUTIVE

258 INDEX SENIOR

MANAGEMENT



INCOME

204 INDEX \$500K+

PORTFOLIO

300 INDEX \$1M+

PORTFOLIO



DIGITAL READING

40% DESKTOP

60% MOBILE



READERSHIP

40K PRINT
CIRCULATION

4M UNIQUE
MONTHLY VISITS



DIGITAL AUDIENCE

10M+ MONTHLY
PAGE VIEWS

30M MONTHLY
IMPRESSIONS



SOCIAL FOLLOWING

48.5K+ TWITTER
FOLLOWERS

600K+ FACEBOOK