



Southern Biker Magazine Readership Profile

Circulation Demographics

Established: 2005

Published: Monthly

Total Audience: 201,600*

Distributed: 30,000

Online Subscribers: 9,678

Readers Per Copy: 6.72*

Demographic profile

Male: 61%

Female 39%

Single: 32%

Married: 68%

Attended College: 84%

Median Household Income: \$81,125

Median Age: 46

AGE

18 to 24 Years: 3%

25 to 34 Years: 9%

35 to 44 Years: 21%

45 to 54 Years: 32%

55+ Years: 36%

HOUSEHOLD INCOME

Under \$35,000: 6%

\$35,000-\$49,999: 13%

\$50,000-\$74,999: 27%

\$75,000 & Over: 54%

(Source: 2012 independent research)