

Carnegie Hall's Opening Night Gala Journal

All advertisements appearing in the Carnegie Hall Opening Night Gala Journal will appear in **both** the October 2009 issue of **Town & Country** magazine as a special advertising section (circulation: 110,000 New York, New Jersey and Connecticut metropolitan area, both subscribers and newsstand sales) **and** in a separate Carnegie Hall Opening Night Gala commemorative Journal which will be distributed to 3,000 affluent and accomplished Opening Night Gala patrons.

Demographic Statistics

Town & Country Demographics

Town & Country Magazine: Reaching an increasingly desirable audience of readers leading active, multi-dimensional lives . . .

- Affluent – **Town & Country** readers' median household income is \$130,460.
- Accomplished – 42.5% of employed readers are in professional managerial careers and 18.5% are in top management positions.
- Active and Influential – **Town & Country** readers are twice as likely to be involved in 5-10 public activities versus the national average.

Source Adults, MMR 2005.

Town & Country

- Circulation remains vital year after year.
- An upscale audience that is hard to reach, even with television.
- Reaches a unique and unduplicated audience (on average 86% of readers do not read other affluent lifestyle publications).
- Penetration is highest in the New York metropolitan area with over 110,000 copies distributed between subscribers, special events, bonus distribution.

Carnegie Hall's Subscriber Demographics

INCOME AND NET WORTH OF SERIES SUBSCRIBERS

Respondents were asked about their total household income. The largest amount of respondents (29%) have a household income of \$250,000 or more. The second largest amount of subscribers (21%) have a household income between \$100,000-\$149,000. The third largest amount of subscribers (13%) have a household income of \$75,000-\$99,000.

GENDER AND AGE OF SERIES SUBSCRIBER

The Carnegie Hall subscriber is slightly more often female (51%) than male (49%). Most series subscribers (44%) are between 45-64 years old and 65 or older.

EDUCATION OF SERIES SUBSCRIBERS

Carnegie Hall series subscribers are highly educated, with 47% having a Post Graduate Degree or Post Graduate Study, 25% have a Professional Degree, and 21% have a Bachelors Degree.

MARITAL STATUS OF SUBSCRIBER AND CHILDREN IN HOUSEHOLD

Over half of the respondents are currently married (59%), 20% are single or never married, 8% are divorced or separated, and 6% are widowed or have a life partner.

EMPLOYEE STATUS OF SUBSCRIBER

Most of Carnegie Hall subscribers (47%) work full-time or 35 or more hours per week. The other majority of subscribers are retired (35%).