

Who Reads *What's Up? Annapolis* ?

On a monthly basis, *What's Up? Annapolis* reaches more than 164,550 active, influential and engaged readers, who have the discretionary income to purchase the products and services that cater to their dynamic lifestyles.

Gender

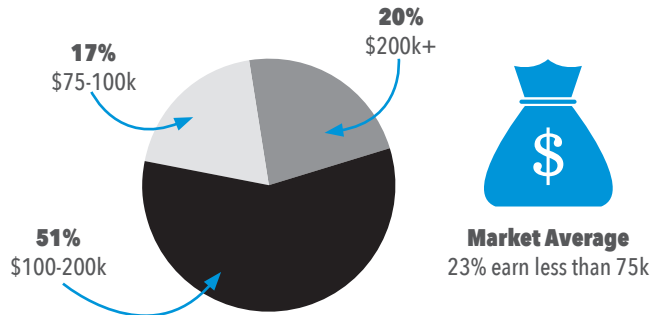


Age



45% have children

Our READERS are affluent



91.9% of our readership report they regularly read or look through *What's Up? Annapolis*

MAGAZINES RANK #1 AT INFLUENCING CONSUMERS TO START A SEARCH ONLINE

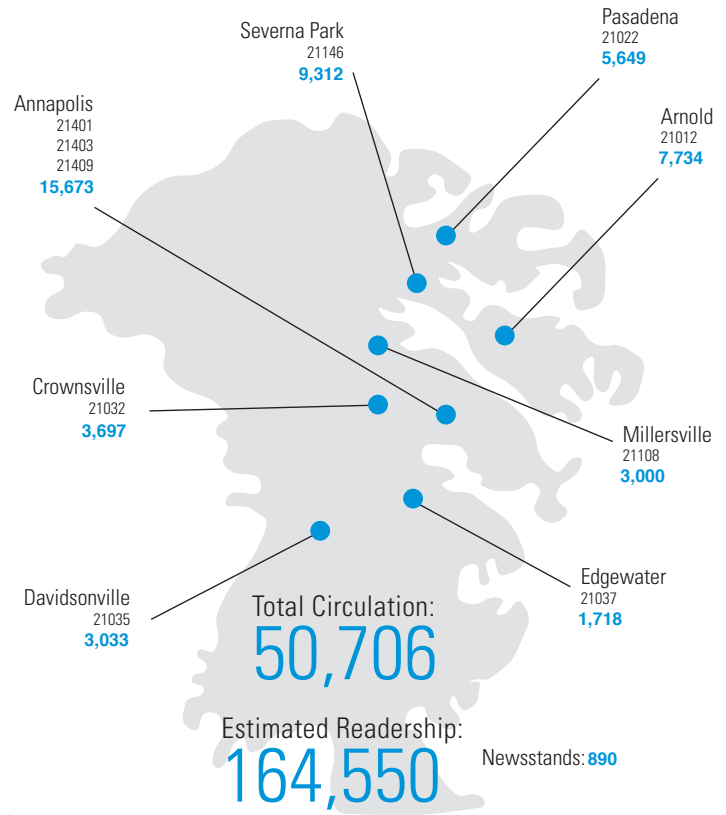
(SOURCE: BIGRESEARCH SIMULTANEOUS MEDIA USAGE STUDY)

Our readers are **decision makers**

71% are a business owner or senior level manager in the household

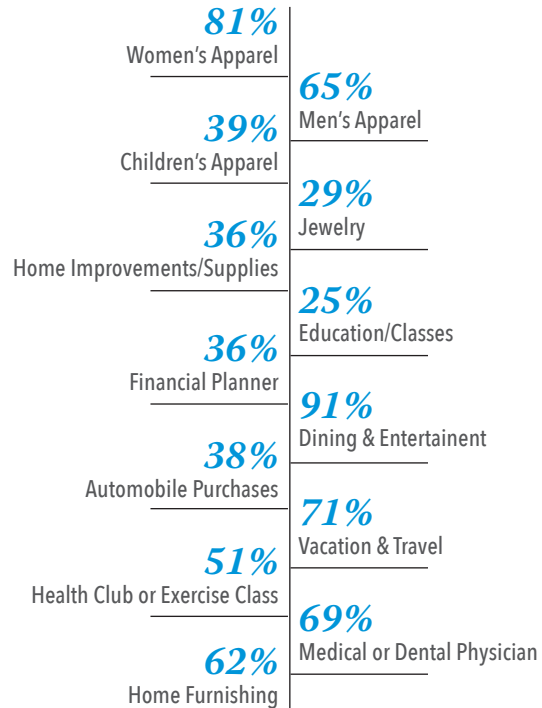
75% attend charitable events annually

65% keep each issue for **one month or more**



Buying Intent

In the next twelve months, readers of *What's Up?* plan to make the following purchases:



77% frequently purchase products or services from ads seen in *What's Up? Annapolis*