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
- Female: 65%
- Male: 35%

### Age
- 18-34: 11%
- 35-44: 24%
- 45-54: 31%
- 55+: 35%

- 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

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