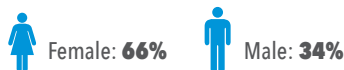


Who Reads *What's Up? Eastern Shore?*

On a monthly basis, *What's Up? Eastern Shore* reaches more than 78,830 active, influential and engaged readers, who have the discretionary income to purchase the products and services that cater to their dynamic lifestyles.

Gender

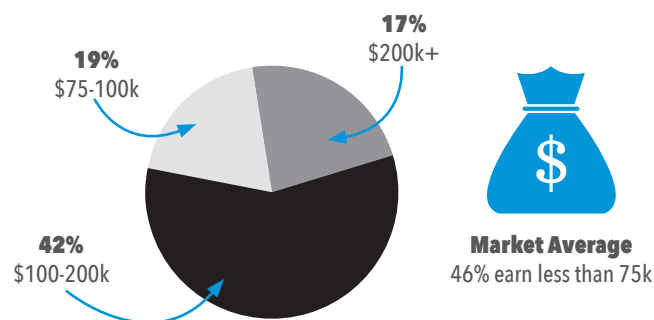


Age



45% have children

Our READERS are affluent



85.8% of our readership report they regularly read or look through *What's Up? Eastern Shore*

MAGAZINES ARE THE #1 MEDIUM OF ENGAGEMENT ACROSS ALL DIMENSIONS

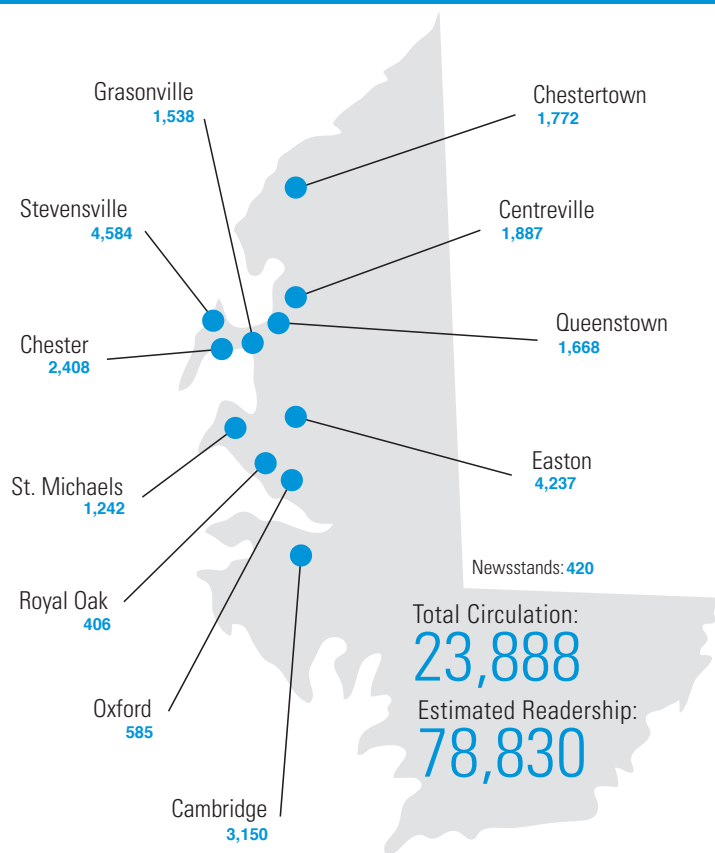
(SOURCE: MAGAZINE PUBLISHERS' OF AMERICA'S MAGAZINE HANDBOOK)

Our readers are **decision makers**

63% are a business owner or senior level manager in the household

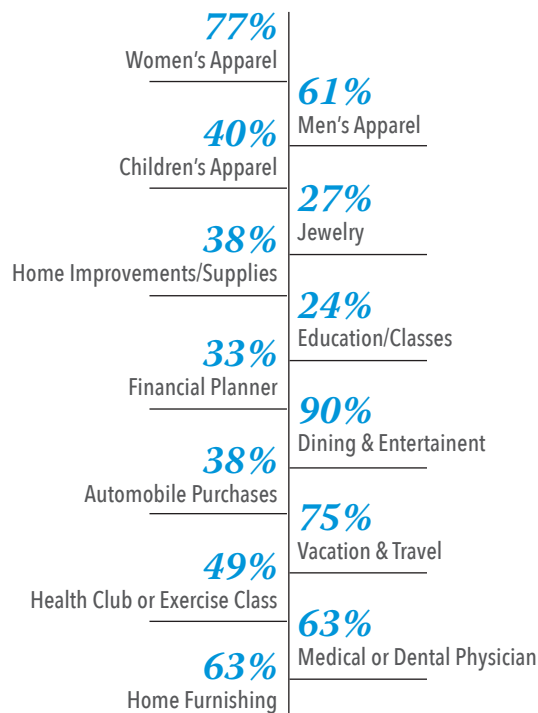
75% attend charitable events annually

68% 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:



63% frequently purchase products or services from ads seen in *What's Up? Eastern Shore*