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**
- Female: 66%
- Male: 34%

**Age**
- 18-34: 19%
- 35-44: 22%
- 45-54: 29%
- 55+: 31%

- 45% have children

**Our READERS are affluent**
- 19% $75-100k
- 42% $100-200k
- 17% $200k+
- Market Average 46% earn less than 75k

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

- **77%** Women’s Apparel
- **61%** Men’s Apparel
- **40%** Children’s Apparel
- **27%** Jewelry
- **38%** Home Improvements/Supplies
- **24%** Education/Classes
- **33%** Financial Planner
- **38%** Automobile Purchases
- **90%** Dining & Entertainment
- **75%** Vacation & Travel
- **49%** Health Club or Exercise Class
- **63%** Medical or Dental Physician
- **63%** Home Furnishing

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

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