On a monthly basis, What’s Up? West County reaches more than 67,200 active, influential and engaged readers, who have the discretionary income to purchase the products and services that cater to their dynamic lifestyles.

### Gender
- Female: 60%
- Male: 40%

### Age
- 18-34: 22%
- 35-44: 21%
- 45-54: 26%
- 55+: 32%

- 45% have children

### Our READERS are affluent
- 19% $200k+
- 19% $75-100k
- 46% $100-200k
- Market Average 35% 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
- **69%** Men’s Apparel
- **42%** Children’s Apparel
- **21%** Jewelry
- **41%** Home Improvements/Supplies
- **29%** Education/Classes
- **34%** Financial Planner
- **39%** Automobile Purchases
- **53%** Vacation & Travel
- **66%** Medical or Dental Physician
- **63%** Home Furnishing
- **61%** Health Club or Exercise Class
- **55%** Dining & Entertainent
- **41%** Education/Classes
- **34%** Financial Planner
- **39%** Automobile Purchases
- **53%** Vacation & Travel
- **66%** Medical or Dental Physician
- **63%** Home Furnishing
- **61%** Health Club or Exercise Class
- **55%** Dining & Entertainent

86.4% of our readership report they regularly read or look through What’s Up? West County.

In an age of interruption, magazines engage. Magazines deliver more ad impressions than TV in a half-hour period.

(Source: MCPHETERS & CO)

Our readers are decision makers:
- 68% have a business owner or senior level manager in the household
- 75% attend charitable events annually
- 66% keep each issue for one month or more

67% frequently purchase products or services from ads seen in What’s Up? West County.