



*YANKEE*

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CONNECTING YOU WITH  
NEW ENGLAND

MEDIA KIT



# YANKEE

## CONNECTING YOU WITH NEW ENGLAND

*Yankee* provides a connection to a place. In two inseparable words, that place is New England. It defines our readers in the sense that holding a firm connection to New England is essential to sustaining their lives, their values, and their long-term goals. It drives their choice of food, home, and travel.

### DEMOGRAPHICS

#### GENDER

Female .....	71%
Male .....	29%

#### AGE

Average Age .....	56
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#### MARITAL STATUS

Married .....	67%
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#### WELL EDUCATED

Attended College .....	87%
College Graduate .....	69%
Advanced Degree .....	30%

#### HOMEOWNERS

Own Primary Residence .....	79%
Ave. Value of Primary Residence .....	\$355,580

#### HOUSEHOLD INCOME

Average Household Income .....	\$107,450
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### THE YANKEE AUDIENCE

Nine of ten describe themselves as loving the outdoors, curious to learn new things, loving to eat/cook and caring about community.

Love to Explore/Travel .....	87%
Charitable Giving Last Year .....	\$3,087
Are Gardeners .....	83%
Have a Passport .....	73%

### LOYAL AND ENGAGED

Years Reading <i>Yankee</i> .....	12+
Time Spent with Issue .....	2 Hours +
Visit NewEngland.com .....	88%

Source: *Accelera Publishing Survey – January 2016*

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# DRIVES PURCHASES

*Yankee's* powerful connection with our audience translates directly into selling more products or services for our marketing partners. When you partner with *Yankee*, you gain access to the New England community.

**75%** BELIEVE PRODUCTS ADVERTISED IN YANKEE ARE HIGHER QUALITY.

**69%** FEEL YANKEE ADS ARE MORE TRUSTWORTHY AND HONEST.

**86%** PURCHASED ADVERTISED PRODUCTS.

**49%** ENJOY BROWSING THE ADS

**67%** HAVE VISITED AN ADVERTISER'S WEB SITE

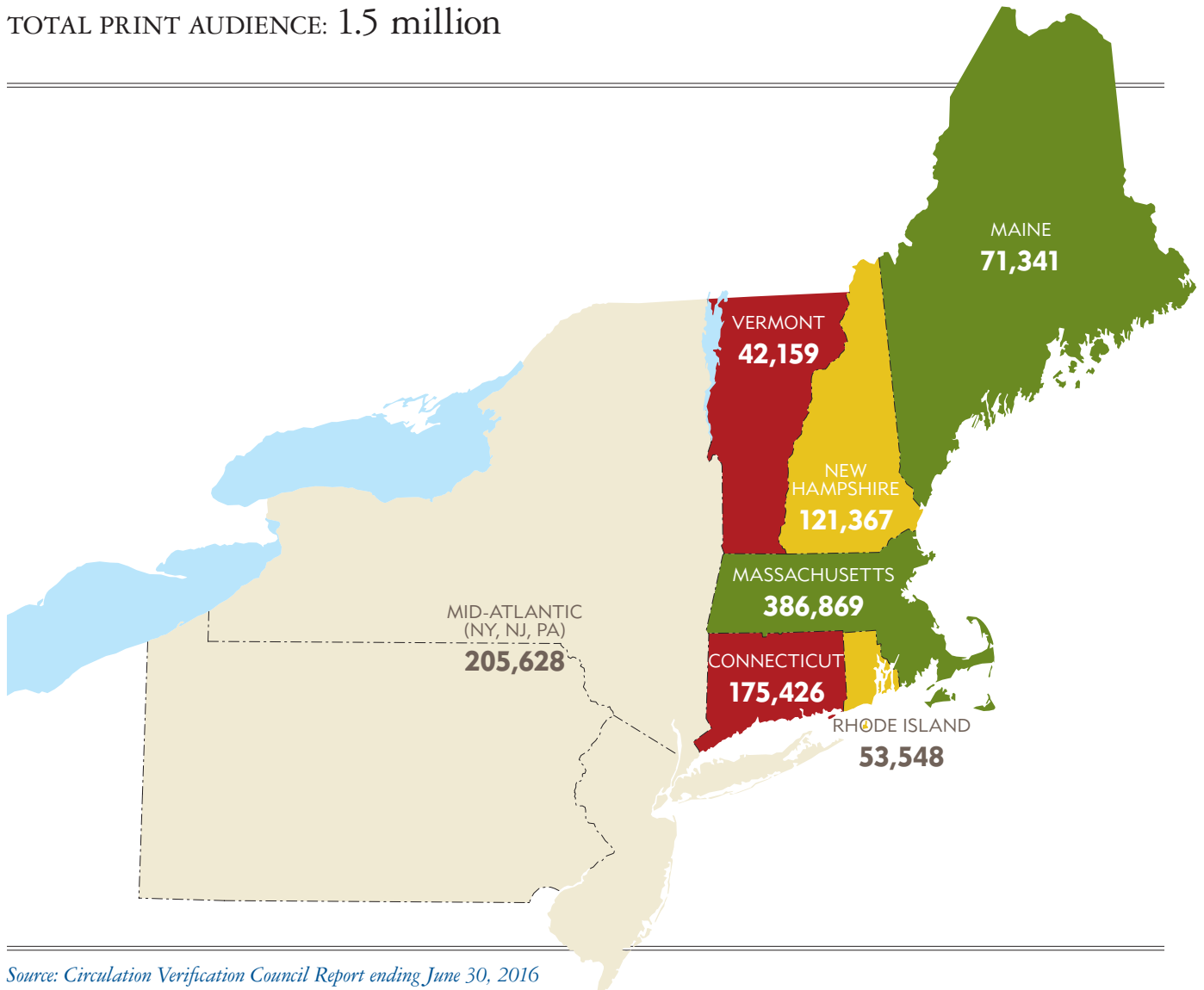
Source: *Accelera Publishing Survey – January 2016*

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# AUDIENCE

62% of our print audience resides within the six New England states.

TOTAL PRINT AUDIENCE: 1.5 million



Source: Circulation Verification Council Report ending June 30, 2016