MEDIA KIT
CONNECTING YOU WITH
NEW ENGLAND

YANKEE

MEDIA KIT

6/16
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

MARITAL STATUS
Married ........................................................... 67%

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

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 Yankee .............................. 12+
Time Spent with Issue ................................. 2 Hours +
Visit NewEngland.com ......................... 88%

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

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

TOTAL PRINT AUDIENCE: 1.5 million