



At a Glance

*“We continue to be amazed at the amount of sales that *Down East Magazine* generates, it has been responsible for sales as far away as Florida and Texas.”*

—DANIEL DOUCETTE, GENERAL MANAGER, PRIME MOTOR CARS, SCARBOROUGH

Down East Magazine reaches hundreds of thousands of educated and established adults.

AUDIENCE	371,000
TOTAL CIRCULATION	92,142
AVERAGE READERS PER COPY	4.025
ADVERTISING/EDITORIAL	45% / 55%
FREQUENCY	12x PER YEAR (MONTHLY)
MALE	47%
FEMALE	53%
INCOME \$75,000+	68%
COLLEGE DEGREE	71%
GRADUATE DEGREE	30%
MARRIED	53%
MEDIAN AGE	58

Source: Circulation Verification Council 2014 Publication Audit Report