



# A Snapshot of Our Readers

*They're longtime homeowners established in their communities...  
and they can afford your products and services.*

WE OVERLAID *Our Iowa's* subscriber list with known demographics from other databases to come up with a "picture" of our typical reader.

Here are some of the highlights:

- ✓ We currently have over 90,000 paid subscribers, and since our survey showed three people read each copy, that means well over 270,000 people read each issue!
- ✓ Our subscribers have disposable income to buy your products and services—56% have a household income of \$50,000+; 30% have a household income of \$75,000+. And note this—18% have a household income greater than \$100,000!
- ✓ 88% of *Our Iowa* subscribers have a net worth of \$50,000 or more. And 44% report a net worth of \$100,000 or more.
- ✓ Of subscribers for whom we had dwelling information, 98% are homeowners. Only 2% renters.
- ✓ Some 43% of these homeowners have lived in their home for 15 years or more. So they're established members of their communities.
- ✓ 36% of our subscribers have a bachelor's degree; 14% have a master's degree. Subscribers include all age ranges—20% are ages 25 to 44 and 40% are ages 45 to 64. The average age is 64.

- ✓ 95% of subscribers use the internet and over 60% shop online. 89% are mail-order buyers as well.
- ✓ When it comes to "Lifestyle Interests", the top areas are: Home improvement and furnishings, reading, gardening, exercise and health, cooking and gourmet food, crafting, travel, computers and electronics, gardening, personal investing, pets and grandchildren.

Although a good many subscribers live in Iowa's major metro areas, the majority of them come from small towns and rural areas throughout the state. We also have subscribers in every other state in the country—primarily former Iowans who want to keep in touch with "home".

In addition, *Our Iowa* is for sale on newsstands in grocery stores, airports and gift shops across Iowa and distributed to barbershops, chiropractors and doctors' offices. We pick up many new subscribers from the tens of thousands of Iowans visiting these "high-traffic" areas—and advertisers gain extra readership for their ads.

Again, we calculate that well over 270,000 people read each issue! And due to our "Lucky I" contest, where we hide a tiny I in just three ads, many of these people say, "We read the ads first!"



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