

# Liberty

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## Reader Profile

*Liberty* effectively reaches the intellectual, academic, and business elite.

**Subscriber and Newsstand Circulation:** 6,800  
**Number of Newsstand Copies:** 2,850

### Individual Income (Mean):

\$93,359

### Age:

mean:	50.3
median:	50.2
under 30:	7%
30–39:	18%
40–49:	30%
50–59:	22%
60+:	22%

### Sex:

Male: 94%      Female: 6%

### Marital Status:

Married: 53%      Single: 47%

### Education:

attended college:	87%
bachelor's degree:	69%
master's degree:	37%
doctoral degree:	18%

### Investments:

mutual funds	53%
IRAs	51%
real estate	42%
stocks	47%
money mkt funds, CDs	45%
gold/silver	32%

### Mail Order Purchases:

books	72%
music	48%
electronics	38%
clothing	36%
other	4%
spend \$100–400/year	28%
spend over \$400/year	44%

### Books & Magazines:

magazine subscriptions	10.2
books purchased	26.6
history	70%
economics	50%
philosophy	38%
biography	35%
self-help	20%
religion	20%
cooking/gardening	19%
fiction	56%
science/math	40%

### Charitable contributions:

humanitarian causes:	71%
cultural causes:	37%
religious organizations:	35%

### Reader Involvement:

The average *Liberty* reader reads 74.8% of each issue, and devotes two hours and 57 minutes to reading it.