

You advertisement in *The American Conservative* will reach a highly educated and affluent audience!

90 % male

92 % read every issue

86 % have undergraduate college degrees

49 % have post-graduate college degrees

Average age 54.1

Median age 49.5

Average number of books purchased annually 25.1

65 % own their own home

Median annual income: \$64,008

Average annual income: \$67,361