

## Demographics

unwind with Kellye Davis

# An Advertising Opportunity, YOU just can't miss.

**unwind** WITH KELLYE DAVIS readers are conscious users looking for information, products and resources that will help them reduce stress daily. They are not adverse to spending their disposable income on products and services that will sustain a level of peace in their lives.

- Your advertising message will reach more than 128,000 readers
- The majority of the readers are top executives and decision-makers.
- The average reader keeps special supplements for an average of 3-6 months
- Reach Baby Boomers who spend more than \$400 Billion yearly
- Capture a key Demographic - 65% of adults age 25-64 that look for and read fitness/health /nutrition stories in their newspapers
- Print & Online exposure- double bang for the buck!
- Unwind with Kellye Davis has ready made readers and distribution

## MARKET

**\$188,848**

Average Personal  
Income (annual)

**52**

Median  
Age

**\$858,992**

Average Home  
Value

## READERSHIP

**54,586**

Fairfield County  
Business Journal

**73,500**

Westchester Business  
Journal / HV Biz

**128,086**

Total Average  
Readership