

Globe, Examiner, Sun
Demographic Profile*

Total Audience:

5,738,000

Frequency:

Weekly

Women:

3,856,000

Men:

1,822,000

Women/Men Ratio:

67/33

Median Age:

45.4

Median HHI:

\$50,210

Total \$ Spent on Mail/
 Phone/Internet Orders
 (last 12 months):

\$970,716,000

Average \$ Spent
 Personally on Mail/Phone/
 Internet Orders
 (last 12 months):

\$470

* Publisher's Estimate



These are your true I-Love-the-Tabloids readers. They turn to *Globe*, *Examiner* and *Sun* for entertaining, informative and outrageous content they won't get anywhere else.

Tabloids to a "T". That's the best way to describe these two weekly publications, the *Globe* and *Examiner*. Filled with the unvarnished truth and the edgiest gossip, *Globe* and *Examiner* deliver a compelling, provocative read to an audience of more than 5.2 million engaged readers each week.

The *Sun*, with its accent on health, religion, predictions and prophecies, is the tabloid of choice for 500,000+ older tabloid fans.