

National Enquirer
Demographic Profile*

Total Audience:

8,278,000

Frequency:

Weekly

Women:

5,334,000

Men:

2,944,000

Women/Men Ratio:

64/36

Median Age:

46.5

Median HHI:

\$45,416

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

\$1,320,788,000

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

\$428

* Source: Gfk MRI Spring 2011



Enquirer readers are always the first to know. Chances are if someone has a good, gossipy story at a party, they read it in the Enquirer.

The best selling paper in America, the *Enquirer* has been getting it first, getting it fast and getting it right for over 70 years.

The *Enquirer* gives our readers stories they won't find anywhere else, not in magazines, newspapers or on TV. Whether it's exposing the hypocrisy of the rich and famous, or breaking a criminal case wide open, few news gathering organizations can compete with the *Enquirer*.

