

COLUMBIA JOURNALISM REVIEW



DEMOGRAPHICS

MEDIAN AGE		52 years
SEX	Male	72%
	Female	28%
EDUCATION	Attended College	98%
	College Graduates	90%
	Post-Graduate Studies	41%
OCCUPATION	Employed in the Media	72%
	Professional/Managerial	92%
	On Board of Directors	21%
INCOME	Mean HHI	\$128,500
	Median HHI	\$83,800
	Net Worth, Mean	\$2,525,900
	Net Worth, Median	\$381,500

Source: Mediamark Research Inc. 2001 Subscriber Study.

Louisa Daniels Kearney, Advertising Director
Phone: 516-883-2828, Fax: 516-883-2819 ldkpub@aol.com

For nonprofit advertising::
Dennis F. Giza, Acting Publisher
Phone: 212-854-2718, Fax: 212-854-8367 dfg2@columbia.edu