



Only Leaders, Not Followers

Reader Profile

Total readership: 162,730

Retailers:

Male/Female: 34.2/76%
Median Age: 43.9
Median HHI: \$165,400
College Grad. +: 95.5%

Top Management: 49.3%

- owner/partner/president
- c-level executives
- senior vice presidents
- designer

Key Managers: 33.8%

- buyer
- general/division merch mgrs.
- advertising/marketing mgrs.
- store manager/sourcing

Other Key Employees: 16.9%

- sales
- display
- product development
- MIS
- operations
- other

Manufacturers:

Male/Female: 34.2/65.8%
Median Age: 47.4
Median HHI: \$178,000
College Grad. +: 97.5%

Top Management: 63.5%

- owner/partner/president
- c-level executives
- senior vice presidents
- designer

Key Influencers: 20.5%

- sales/buyer
- general/division merch mgrs.
- advertising/marketing mgrs.
- store manager/sourcing

Other Key Employees: 16%

- sales
- display
- production/manufacturing
- purchasing
- other