

Reader Profile

Optimistic, modern, and approachable, the *Siempre Mujer* reader has a global perspective, which intrinsically makes her more open to new ideas, products and messaging. She migrates seamlessly between two languages and cultures and, like Millennials, possesses a confident, crowd-sourced approach to buying and decision-making. A passionate sharer, she's action-oriented, youthful, and trendy with an inherent sense of style. Goal-oriented and driven, she always puts her best foot forward, usually in three-inch heels.

OPEN, ACTION-ORIENTED AND INFLUENTIAL

- » More than **8 in 10** (84%) of *Siempre Mujer* readers are the principal household shopper
- » *Siempre Mujer* readers rank #1 vs. competitive Hispanic titles for taking action after seeing an ad in a magazine (**84% vs. average 79%**)

SIEMPRE MUJER WOMEN AGREE:

"I prefer products that offer the latest in new technology": **Index 109**

GOAL ORIENTED AND FOCUSED

"It is very/somewhat important to network with professional contacts": **Index 123**

SIEMPRE MUJER WOMEN AGREE:

"My goal is to make it to the top of my profession": **Index 136**

TRENDY AND SOCIAL

- » **38%** have recorded a video on their smartphone in past month
- » **42%** strive to achieve a high social status
- » **47%** own a laptop
- » **67%** of *Siempre Mujer* women own a smartphone

SIEMPRE MUJER WOMEN AGREE:

"My cell phone is an extension of my personality": **Index 130**

"I like to live a lifestyle that impresses others": **Index 124**

"I consider myself to be very sociable": **Index 104**

PHILANTHROPIC

- » "I expect the brands I buy to support social causes": **Index 136**
- » "I am more likely to purchase brands that support a cause I care about": **Index 112**
- » "I am more likely to buy a brand that I know supports a charity": **Index 114**

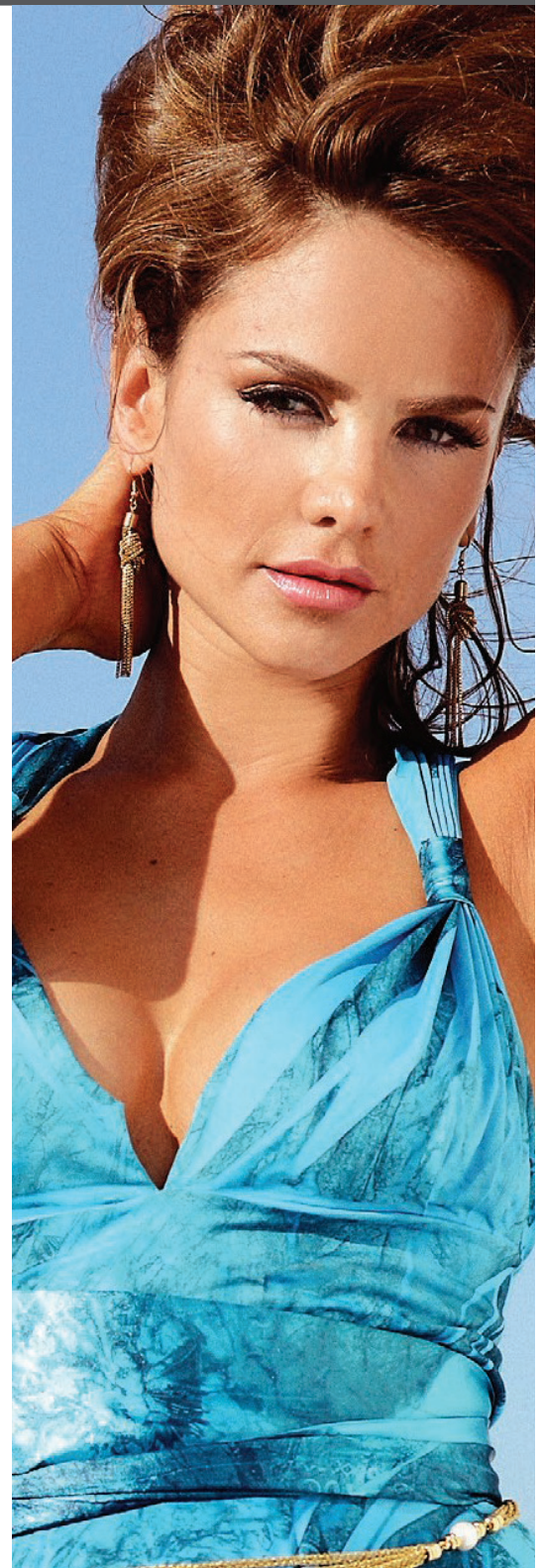
➔ **CONTACT** your sales representative or Verónica Viviana Wilson, Associate Publisher at 212.499.1839 or veronica.wilson@meredith.com.



Siempre Mujer Women

➔ Total Women: 1,512,000

	AUD (000)	% COMP
AGE 18-34	470	31
AGE 18-49	990	66
AGE 25-49	835	55
AGE 25-54	1,088	72
MEDIAN AGE (YEARS)	43.3	-
SPEAK SPANISH/BILINGUAL	1,144	76
MARRIED	764	51
ATTENDED/GRADUATED COLLEGE	549	36
EMPLOYED	844	56
HHI \$40,000+	712	47
HHI \$50,000+	502	33
AVERAGE HHI	\$49,352	-
MEDIAN HHI	\$36,649	-
ANY CHILDREN	968	64
CHILDREN UNDER 6 YEARS	456	30



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Siempre Mujer Adults

➔ Total Adults: 1,832,000

	AUD (000)	% COMP
WOMEN	1,512	83
MEN	320	18
AGE 18-34	531	29
AGE 18-49	1,155	63
AGE 25-49	963	53
AGE 25-54	1,261	69
MEDIAN AGE (YEARS)	44.0	-
SPEAK SPANISH/BILINGUAL	1,339	73
MARRIED	945	52
ATTENDED/GRADUATED COLLEGE	727	40
EMPLOYED	1,112	61
HHI \$40,000+	897	49
HHI \$50,000+	657	36
HHI \$75,000+	408	22
AVERAGE HHI	\$52,049	-
MEDIAN HHI	\$38,694	-
ANY CHILDREN	1,094	60
CHILDREN UNDER 6 YEARS	474	26

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Primary Reader Profile*

DEMO TARGET	SM	PeE	VANIDADES	LATINA
% OF TOTAL READERS	24%	15%	16%	33%
MEDIAN AGE	41.8	40.4	46.6	38.2
MEDIAN HHI	\$46,143	\$42,857	43,839	\$52,367
AGE 18-49	67%	66%	60%	73%
AGE 50+	33%	34%	40%	27%
HHI \$40,000+	54%	56%	62%	63%
ANY COLLEGE	35%	29%	40%	45%
EMPLOYED	76%	58%	66%	59%
ANY CHILDREN	60%	63%	64%	63%
MEDIAN HH SIZE	4.2	4.3	4.6	4.0



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