

Saratoga Living readers have diverse interests and lead active, cultural lifestyles. While the majority live in Saratoga, Warren and Washington Counties, a significant percentage—with principal residences in New York, Connecticut, New Jersey, Florida and beyond—own second homes or vacation here regularly. They tell us they rely on Saratoga Living for:

- Learning new things about the region
- Providing links to the community and to “keep them informed”
- Information on “must-attend” events
- Advice on where to shop, eat and spend leisure time
- For reading entertainment



In fact, **68%** say they visit a store or location in response to our advertising.

WHO READS Saratoga Living MAGAZINE?

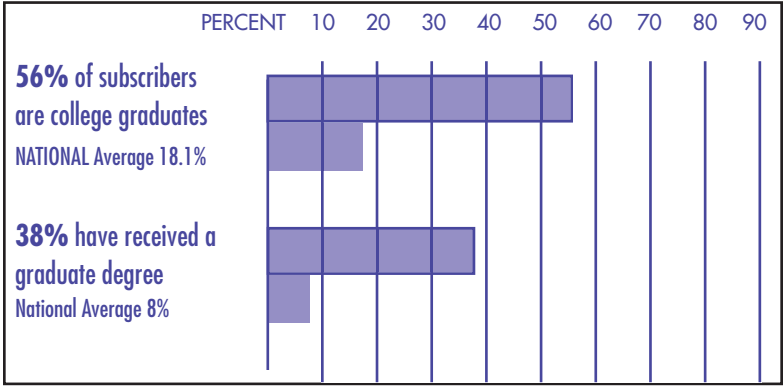


75% of Saratoga Living Magazine subscribers live in Saratoga County or the surrounding area.

31% are male **69%** are female

Age range: **61%** are 30 - 65
31% are over 65

READERS' EDUCATION



INCOME AND HOME OWNERSHIP

Our readers report household net worth:
63% Have a net worth over \$250,000
19% Have a net worth over \$1,000,000

Home Ownership:
73% Of our subscribers own their own home (National average is 68.9%)
16% Of our subscribers own a second home

WHAT OUR READERS LIKE TO DO AND BUY

25% OF SUBSCRIBERS LIVE OUTSIDE OUR AREA.
41% OF THEM VISIT FROM 1-3 TIMES PER YEAR.
55% VISIT MORE THAN 3 TIMES PER YEAR.
 AND **1/3** OF THESE STAY OVERNIGHT WHEN VISITING!

LIFESTYLE

- 60%** Enjoy Cooking and Fine Dining
- 59%** Garden
- 57%** Participate in Fitness and Exercise
- 27%** Go Antique Shopping
- 25%** Play Golf
- 25%** Downhill Ski
- 24%** Go Boating/Sailing/Kayaking
- 20%** Cross Country Ski/Snowshoe
- 21%** Ride Bikes
- 19%** Take Continuing Education Courses
- 16%** Fish and Hunt

HOME IMPROVEMENT

- PLAN FOR NEXT 12 MONTHS OR PURCHASED IN LAST 12 MONTHS
- 53%** Landscaping
 - 22%** Deck/Sun Room/Addition
 - 22%** Bath/Kitchen

ARTS/ACTIVITIES

- 39%** Enjoy Horses/Horse Racing/Horse Shows
- 62%** Attend Art/Craft Festivals
- 56%** Attend Musicals
- 54%** Attend Plays
- 32%** Attend Symphonies
- 43%** Attend Fairs
- 29%** Attend Weddings

PURCHASING PLANS

- PURCHASED IN LAST 12 MONTHS OR PLAN FOR THE NEXT 12 MONTHS
- 68%** Homes/Home Furnishings
 - 53%** Gourmet Foods/Wines
 - 34%** Appliances
 - 28%** Automobile
 - 24%** Jewelry

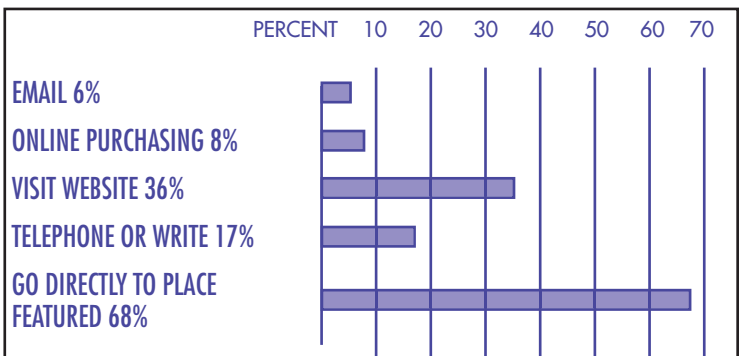
19% OF OUR READERS HAVE A NET WORTH OF OVER ONE MILLION DOLLARS.

PROFESSIONAL SERVICES

CONSULTED IN THE LAST YEAR BY READERS

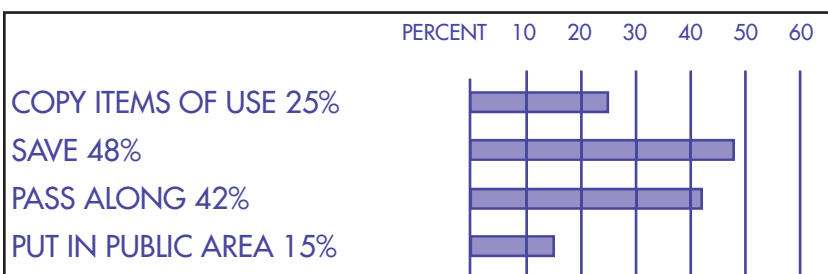
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|--|-------------------------------|
| 67% Medical Profession | 40% Investment Advisor |
| 41% Realtor/Builder/Architect
or Landscape Architect | 24% Insurance Advisor |
| 38% Accountant | 27% Travel Agent |
| 25% Attorney | |

MODE OF RESPONSE TO ADVERTISEMENTS



79% OF SUBSCRIBERS SAY THEY'LL RENEW!

HOW DO MOST READERS USE SARATOGA LIVING MAGAZINE?



FEATURED DATA BASED ON ANALYSIS FROM OUR SURVEYS AND 2005 U.S. CENSUS BUREAU SURVEYS.