

# MEET OUR READERS

## Readership Profile



60%

40%

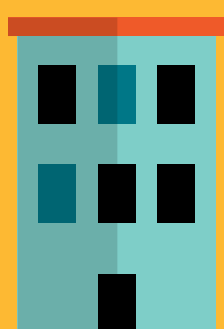


70%

COMPLETED  
4-YEAR DEGREE

AVERAGE READER'S AGE

58



AVG. HOUSEHOLD INCOME

\$125,000\*

\*Adjusted for 2017 Inflation

42% READERS WEAR

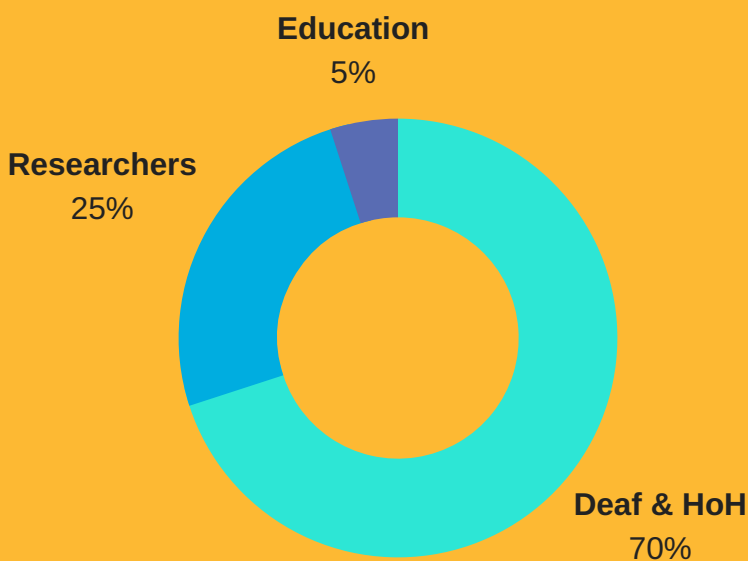


TAKEN ACTION AS RESULT  
OF READING ARTICLES OR  
ADVERTISEMENTS

67%

44%

ARE MORE INTERESTED IN A COMPANY AFTER  
SEEING THEIR ADVERTISEMENTS IN *HEARING  
HEALTH*



READERS  
DESCRIBE  
THEMSELVES  
AS:

29%

PLAN TO REPLACE  
OR UPGRADE  
THEIR HEARING  
AID IN THE NEXT 12  
MONTHS.

DEGREES OF  
HEARING  
LOSS

