

Psychology Today

PROMOTE YOUR SCHOOL WITH DISTINCTION AND REACH YOUR BEST PROSPECTS!

Our Readers Are on a Path of “Gainful Employment”
and Most Likely to Repay Student Loans

65%
Currently
Employed

\$85,859
Median HHI

Affluence

&

20%
Attending
School

\$68,073
Median HHI

Interest to Pursue
Additional Degrees

Source: 2012 MRI Doublebase

Reach Both Undergraduate & Graduate Prospects

- + 20% are currently attending college, 59% of which are employed
- + 87% have attended/graduated from college and are eligible for graduate studies
- + 9% completed their Associates Degree
- + 32% completed their Bachelor's Degree
- + 20% completed their Master's, Professional or Doctorate Degree

The Psychology Today Brand Lends Credibility to Your School!

- + **Authoritative Resource for 40 Years** - as the only magazine dedicated to Behavioral Science
- + **Educationally Focused Editorial** - to prepare students for gainful employment
- + **Dedicated Education Advertising Section** - to encourage students to further their careers

Maximize Your School's Potential For New Students

275,000 paid circulation	12 readers per copy	3.3 Million Audience	43 Median Age	62% Age 18-49
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Top Prospects for Online Courses Too!

When compared to other top magazines such as The Economist, Time, Business Week, Oprah, Health, Scientific American, New Yorker, Popular Science and others, *Psychology Today* readers rank...

EDUCATION

#1

for taking
Adult
Education
Courses

#1

for shopping
Education
Programs by
Internet

#1

for shopping
Education
Programs by
Mail or Phone

Psychology Today readers are over 2x more likely to take an Adult Education course and over 3x more likely to shop for educational programs by Internet/Mail, than the average adult population!

We rank #1 among top magazines when it comes to reaching readers who are:

Educators Who Can Recommend Your Courses

Education Influencers

NAME	% COMPOSITION
Psychology Today	14.7 #1
Scholastic Parent & Child	13.5
The Atlantic	13.0
Oprah	11.9
Smithsonian	11.7
Time	10.6
The New Yorker	10.2
Health	10.0
Wired	9.9

Highly Committed Students/Life-Long Learners

Spends over 7 hours per week studying/learning

NAME	% COMPOSITION
Psychology Today	25.8 #1
New York Times (Daily)	25.2
Architctual Digest	25.0
PC World	24.9
Fortune	24.8
Popular Mechanics	24.2
National Geographic	23.9
Discover	23.7
Health	20.6