

Publish Date: October 2008 **Audit Period:** January 1, 2007 – December 31, 2007

Publication Information	Average Net Circulation:	34,607
	Circulation Cycle:	Bi-monthly
	Year Established:	2006
	Publication Type:	City & Regional Magazine
	Circulation Paid/Unpaid:	81% Unpaid/19% Paid
	Primary Delivery Method:	80% Mail/20% Controlled Bulk
	Circulation Pricing:	\$4.95 Cover Price/ \$24.00 Annual Subscription
Audit Period Detail	Average Net Press Run:	37,667
	Controlled Distribution	
	Mail	28,081
	Restock/Office Service	942
	Events/Trade Shows	1,528
	Total Average Controlled	30,551
Paid Distribution	Single Copy	4,796
	Mail	1,959
	Other	317
	Total Average Paid	7,072
	Total In-home Delivery	34,836
	Average Gross Distribution	37,623
	Unclaimed Returns	(3,016)
	Average Net Circulation	34,607
	Average Readers Per Edition	95,169
	Do you frequently purchase products or services from ads seen in Michigan BLUE?	60% yes
	Age	
	Under 35	14%
	35-44	27%
	45-54	34%
	55-64	16%
	Over 65	10%
	Household Income	
	Under \$50,000	12%
	\$50,000-\$74,999	13%
	\$75,000-\$99,999	17%
	\$100,000-\$149,999	16%
	Over \$150,000	42%
	Average HH Income	\$228,400*

*Estimate of households with annual income of \$100,000-plus. Data not provided by CVC. **See The Affluent Market.**

The Affluent Market

Michigan BLUE is specifically targeted to consumers who enjoy a lifestyle afforded by waterfront living with household incomes of \$100,000 or greater. On the whole, consumers in this income bracket represent less than 20 percent of U.S. households but account for over 42 percent of U.S. household spending. The latest U.S. Consumer Expenditure Survey illustrates the purchasing power of these consumers in contrast to those earning under \$100,000 in household income.

“Draw a circle around every lake — that’ll do a better job of showing you where the wealth is than a ZIP code map.”

— Professor George Karvel,
University of St. Thomas

	Less Than \$100,000	\$100,000 Or More	Index
Avg. HH Income	\$42,167	\$164,452	3.90
Avg. Home Value	\$135,866	\$433,337	3.19
Attended College	54 percent	84 percent	1.55
Total Annual Expenditures	\$38,463	\$100,386	2.61
Average Annual Expenditures			
Food at Home	\$3,041	\$5,269	1.73
Food Away From Home	\$2,180	\$5,278	2.42
Alcoholic Beverages	\$385	\$1,059	2.75
Housing	\$13,362	\$32,157	2.40
Home Furnishings & Equipment	\$1,268	\$3,990	3.14
New & Used Vehicles	\$2,610	\$7,706	2.95
Health Care	\$2,486	\$4,244	1.70
Concerts, Events, Theatre	\$381	\$1,796	4.71
Personal Care Products/Services	\$483	\$1,107	2.29
Personal Insurance/Pensions	\$3,436	\$14,956	4.35

Source: 2006 U.S. Bureau of Labor Statistics, Consumer Expenditure Survey

Consumers with household income of \$100,000-plus outearn their counterparts by a 4-to-1 margin and outspend them by a nearly 3-to-1 margin.



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Comparative Data on Household Income

	Households with Income \$100,000+	Ave. HH Income of \$100,000+ Households
U.S. Consumer Expenditure survey (2006)	16%	\$164,452
Mendelsohn Affluent survey (2008)	19%	\$195,600
Grand Rapids Magazine (2006)	50%	\$212,300
Michigan BLUE CVC Audit (2008)	58%	* \$228,400

*Estimate.