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**OUTSIDE**

**InsideOutsideMag.com**

# Audience Profile

Inside Outside Southwest Magazine's core audience is outdoor active adults who live and play in the Four Corners Region of the southwest, or people who travel to our area to recreate. Our audience is comprised of both print and online readers.

Unlike many outdoor sport publications, in addition to a strong male audience our magazine also provides you with a heavy female readership that is interested in pursuing an active outdoor sports lifestyle.

## GENDER

Male .....	60%
Female .....	40%

## AGE

15 - 18 .....	8%
18 - 34 .....	26%
35 - 44 .....	28%
45 - 54 .....	21%
55+ .....	17%

## INCOME

\$0 - \$30K .....	17%
\$30 - \$60K .....	37%
\$60 - \$100K .....	29%
\$100K+ .....	17%

## EDUCATION

No College .....	45%
College .....	38%
Grad School .....	17%

## HOW OFTEN OUR READERS ARE OUTDOOR ACTIVE

Weekends Only .....	9%
2 - 4 Times Per Week .....	52%
5 - 6 Times Per Week .....	11%
Daily .....	28%