



City Lifestyle *Finance Facts*

City Lifestyle reaches affluent decision-makers actively managing and investing in their financial futures.

AUDIENCE PROFILE

Actively involved in finances

Prefer magazines for financial insights

\$136K median household income

\$136K - City Lifestyle

\$95K - Fortune

\$78K - Forbes

\$75K - Wall Street Journal

FINANCIAL ATTITUDES

Among heavy **affluent magazine readers**

- **49% more likely** than the average affluent person to look for financial advice from professionals.
- **41% more likely** than the average affluent person to consult a financial expert before deciding on money issues.
- **29% more likely** than the average affluent person to keep up with financial news.

PURCHASE INTENT AMONG CL READERS *(in the next 12 months)*

- **23%** plan to hire a financial planner.
- **25%** plan to use tax advisor services.
- **58%** plan vacations or travel — a prime opportunity for estate planning, wealth management, and investment guidance.
- **10%** are considering a real estate purchase or sale, making them targets for mortgage, lending, and financial services.

Secure your spot in our *Finance issue*.

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