



City Lifestyle *Automotive Facts*

When it comes to automotive, magazine readers are highly engaged, influential, and prioritize luxury and innovation.

AUDIENCE PROFILE

66% Female, 34% Male

54 median age

63% college educated

\$149K median household income

\$149K - City Lifestyle

\$97K - Car & Driver

\$96K - Road & Track

\$76K - Golf

AUTOMOTIVE ATTITUDES

- Magazine readers spend **44% more** on average than the typical affluent consumer when purchasing or leasing vehicles.
- They are **54% more likely** to get the top-of-the-line model that includes most luxury options offered.
- Magazine readers have a **38% higher** likelihood of planning to buy/lease a new car, SUV or truck, representing a highly valuable audience.

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

- **23%** are considering an automobile, truck or SUV purchase.
- **30%** plan to purchase automobile accessories (tires, brakes, or service).
- **3%** are considering recreational purchases (Motorcycles, ATVs, Boats).

2 out of 3

City Lifestyle readers regularly **purchase products or services** seen in ads from the magazine.

Reach our highly engaged audience today.

CONTACT US FOR MORE INFORMATION