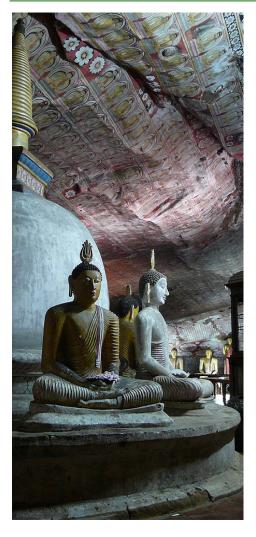
ONLINE READER PROFILE

ARCHAEOLOGY MAGAZINE 36-36 33rd Street, Suite 301 Long Island City, NY 11106 Main: 718.472.3050 Fax: 718.472.3051

	% ARCHAEOLOGY
SEX	
Male	48
Female	52
AGE	
Median Age:	60
EDUCATION	
Post Graduate Degree	37
Graduated College 4yr+	70
Any College	93
HOUSEHOLD INCOME	
\$100,000 +	22
\$75,000+	34
Median Income	\$60,000
READERSHIP of PRINTED VERSION of ARCHAEOLOGY MAGAZINE:	
Yes	76
Read 4 out of 4	77
Read 3 or 4 out of 4	86
<u>SUBSCRIBE</u>	82
10 + years	18
7-10 years	10
4-7 years	22
1-4 years	33
Less than one year	9
Regularly purchased on Newsstand	8

ONLINE PSYCHOGRAPHICS

% ARCHAEOLOGY



LEISURE ACTIVITIES PARCIPATED IN (LAST 12 MONTHS):

Read Books	96
Went to museums	82
Attended music/dance/live theater	48
Engaged in photography	37
Engaged in physical fitness program	40
Participated in charity events	33
Took adult education classes	27
Attended Lectures	49
Attended a cooking class	6

AGREE WITH THE FOLLOWING STATEMENTS:

I am curious: wanting to explore and learn about new things	95
I like doing things that are new and different	93
I like Being physically active	88
I am willing to pay more for a product that is environmentally safe I prefer products that offer the latest technology I like adventure: seeking adventure and risk	81 69 48
People come to me for advice before making a purchase I'm always one of the first of my friends to try new	48
products or service	37
I am curious: wanting to explore and learn about new things	95

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ONLINE **ACTIVITY &** SOCIAL MEDIA

% ARCHAEOLOGY



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FREQUENCY OF SOCIAL MEDIA USE:

You Tube - Sometime/Often	77
Facebook - Sometimes/Ofetn	70
Google+ - Sometimes/Often	61
Twitter - Sometimes/Often	22
Linked In - Sometime/Often	45
Pinterest- Sometimes/Often	25
Reddit- Sometimes/Often	5
StumbleUpon- Sometimes/Often	7
Instagram- Sometimes/Often	11

FREQUENCY OF VISITING ARCHAEOLOGY.ORG:

Daily	6
3-6 times a week	7
1-2 times a week	13
1-4 times a week	27
Less than once a month	27

ACTIVITIES DONE ONLINE:

Read a news site	95
Researched a trip/destination	77
Buy something	74
Click on an advertisement	49
Looked at a photo gallery	92
Posted a comment after an article	41
Play a game	36
Read a blog	65
Answer a poll	80
Watch video	88
Listen to audio file	66
Share an article via social media or email	72

FREQUENCY OF WEBISITE VISITS:

Afar.com	1
Audubon.org	6
Nationalgeographic.com	31
Nationalgeographic.com/traveler	13
Smithsonianmag.com	27
Discovermagazine.com	17
Travelandleisure.com	5

ONLINE **FOREIGN TRAVEL**

% ARCHAEOLOGY

4 9

9

4

18 13

7

6 3

13

20

4 25

23

30

2 31

6

2

6

26 10

7

12

9

9

17 13

18

9

5

31

31

GENERAL TRAVEL	TRAVEL DESTINATIONS
	(EAST 3 YEARS)
% ARCHAEOLO	GY Africa
	Alaska
TOOK ANY	Asia
FOREIGN VACATION	Australia/New Zealand
Past 12 Months:	Canada
	Caribbean
Any 38	Central America
2+ Vacations 24	Eastern Europe/Russia
	Israel
ACTIVITES or PLACES	Mexico
CONSIDERING	Mid Atlantic
(Next 12 Months):	Middle East
	Mid West
Museums 75	Mountain
Historic Sights 77	Northeast
Cultural/Edu. Travel 53	Norway
	Pacific
Family vacation 32	South America
Beach/Lake 30	Southeast
Camping/Hiking 22	South Pacific
Adults Only 21	Southwest
Archaeological digs 33	Turkey
Volunteer/Charity 7	Western Europe
	None
Active Sports 7	PLANNED TRAVEL DESTINATIONS (Next 3 Years)
Adventure travel 11	
Cruise 21	Africa
Eco-travel 11	Alaska
Health spa or retreat 8	Asia
	Australia/New Zealand
	Bermuda
	Canada
ARCHAEOLOGY MAGAZINE	Caribbean Central America
36-36 33rd Street, Suite 301	
Long Island City, NY 11106	Eastern Europe/Russia
Main: 718.472.3050	Israel
Fax: 718.472.3051	Mexico Middle Fast
	Middle East
	Other Western Europe
	South America
	South Pacific
	Turkey

Archaeology

ONLINE DOMESTIC TRAVEL

GENERAL TRAVEL % ARCHAEC TOOK ANY VACATION Any	<u>ology</u> 38 24	TEND TO VISIT Archaeology/Cultural/Educational Areas: TYPES OF TRIPS TAKEN Weekend Trips (2-3 Days)	83
TOOK ANY VACATION	38	TYPES OF TRIPS TAKEN	
TOOK ANY VACATION	38		
Any 3			
Any			82
	24	4-5 day-long trips	66
2+ Vacations 2	<u> </u>	Week-long trips	65
3+ Vacations	19	Two week-long trips (8-14 days)	46
		Longer than 2 week-long trips (15+ days)	29
ACTIVITES or PLACES			
VISITED ON VACATION		PLACES VISITED within the U.S.	
(Past 12 Months)		(Past 3 years)	
		Northeast	31
Museums	75	Southeast	31
	77	Pacific	31
	53	Southwest	31
	32	Midwest	25
2	30	Mid Atlantic	20
	22	Mountain	23
1 0 0	21	Wountain	25
2	33	PLACES VISITED within the U.S.	
Volunteer/Charity	7	(Next 3 years)	
Active Sports	7	Northeast	24
		Southeast	24
Adventure Travel	11	Pacific	28
	21	Southwest	20
	11	Midwest	24 18
Health Spa or Retreat	8	Mid Atlantic	13
rioular opu or riouout		Mountain	21
		woullan	21

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