

READERSHIP DEMOGRAPHICS

Alaska. **BEYOND»**
MAGAZINE

Gender

51% Female
49% Male

Average Age

49.1

Marital Status

68% Married
32% Single

Employment

46% Professional/
Managerial

Education

84% College
Educated

Reason for Travel

46% Vacation
45% Business

Travel Frequency

6.5 round trips in
the last year

22.3 nights away
from home in the
last year

67% staying in
hotel or resort

Household Income

Average \$129,680
54% \$100,000+
33% \$150,000+
15% \$200,000

