

## Who Reads Well+Good NYC?

### Gender

Women: 96%

Men: 4%

### Age

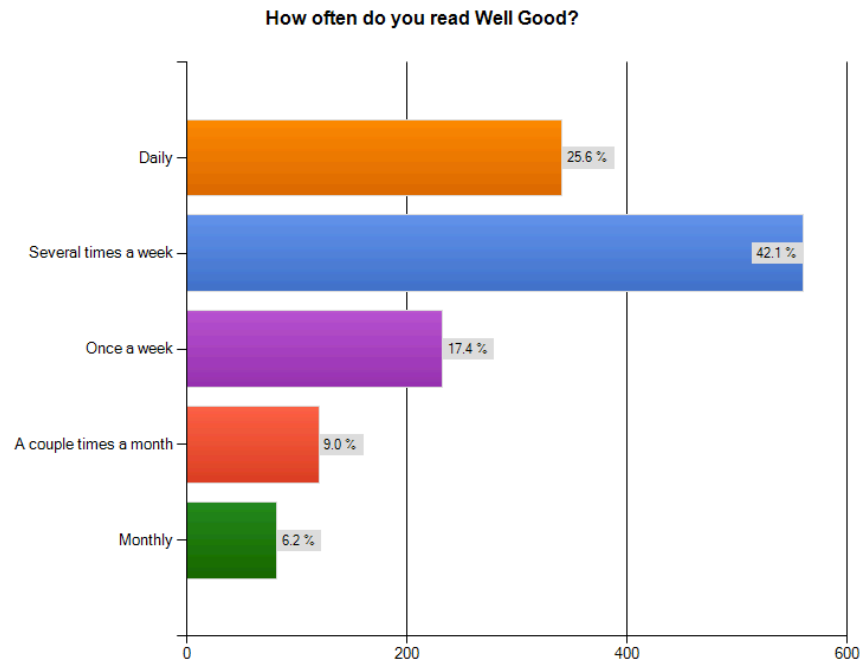
25-34: 52%

35-45: 25%

### Well+Good Readers' Five Favorite Topics

- Yoga
- New fitness classes and advice
- Wellness trends
- Nutrition and food
- Natural beauty products

### Most Well+Good readers visit the site several times a week:



## 65% of Well+Good readers work out four or more times per week

### Geographic Breakdown

New York City readers 71%

National readers 29%

Manhattan 49%

Upper West Side 12%

Upper East Side 8%

Downtown 24%

Midtown 5%

Brooklyn 16%

Other boroughs 6%

### Household Income

Over \$100K: 41%

Over \$150K: 24%

Over \$250K: 11%

Percentage of readers who bought something they read about on Well+Good:

52%