

R E A D E R P R O F I L E

Surveys and cross-sections of our readers include heart surgeons, airline pilots, university presidents, and Maine's politicians, including longtime reader former President George Bush, who has written us in praise of our stories. David Koplow, "the Portland dogman." Sen. Olympia Snowe has ordered back issues of *PORTLAND MAGAZINE*. Gen. Norman Schwartzkopf and Liv Tyler. Stephen King, who called our office because he was interested in buying one of the luxury homes we've profiled. You.

But most significantly, our target range is 18 to 90. Our statewide readers love to sample everything urban Maine has to offer, aggressively projecting themselves into Maine's economy, culture, and spirit. A breakdown of reader habits follows:

- 58% Management
- 97% Interested in Real Estate
- 89% Travel out of Maine at least once/month;
27% at least 10 times/month
- 65% Attend One or More Cultural Events Each Month
- 70% College Educated
- 55% Dine Out Each Month
- 21% Own Boats

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