

Print

Portfolio

Magazine	Circulation	M/F %	Median Age	HHI	Frequency
Surfer	96,000	74/26	22	\$73,684	12x
Surfing	88,630	73/27	19	\$69,737	12x
Snowboarder	72,826	77/23	22	\$85,715	8x
Skateboarder	70,000	94/6	15	\$61,114	6x
Foam	50,000	99 F	21	\$98,000	6x
Powder	70,000	94/6	32	\$77,779	6x
Bike	55,000	95/5	34	\$86,112	8x
Paved	20,000	95/5	34	\$86,112	4x
Canoe&Kayak	43,428	83/17	43	\$83,249	6x
SUP Stand Up Paddler	43,428	83/17	43	\$83,249	4x
Alert Diver	150,000	75/25	40	\$100,000	4x
Dirt Rider	127,983	97/3	40	\$71,900	12x
ATV	27,078	97/3	28	\$58,666	12x
Motor Trend	1,122,273	89/11	38	\$74,312	12x
Automobile	562,569	78/22	39	\$52,719	12x
Sail	113,000	94/6	55	\$128,100	12x
Power&Motroyacht	155,551	94/6	57	\$550,000	12x
Shutterbug	111,423	81/19	47	\$80,500	12x
HomeTheater	95,000	98/2	44	\$109,700	12x
Stereophile	74,000	99/1	47	\$138,100	12x

Digital

Site	Monthly PV	Unique PV	Median Age
Grindtv.com	23,087,000	6,737,000	25
Surfermag.com	3,400,000	382,000	22
Surfingmagazine.com	523,000	98,500	19
fantasysurfer.com	500,000	250,000	22
swellwatch.com	450,000	200,000	22
Snowboardermag.com	946,000	180,000	22
Skateboardermag.com	348,000	70,300	15
Powdermag.com	533,000	153,000	32
Newschoolers.com	14,398,000	393,000	27
Bikemag.com	321,000	81,000	34
Pavedmag.com	200,000	40,000	34
Canoe&kayak.com	212,000	67,500	43
SUPthemag.com	200,000	60,000	43
DirtRider.com	1,122,000	281,000	40
ATVrideronline.com	576,000	153,000	28
PowerandMotroyacht.com	590,000	160,000	57
Shutterbug.com	760,000	170,000	47
HomeTheater.com	495,000	100,000	44
Motocorss.com	110,500	344,000	40
RideMonkey.com	1,341,000	194,000	25



James Lynch // President - Media Rhythm Group, Inc
949-697-2800 Cell -Lynch@MediaRhythm.com
MediaRhythm.com

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