



Survival.COM Magazine – Reader Profile

Hoods Woods Media

Profile
12/01/09

Demographics:

The Hoods Woods customer community is closely knit with strong brand association. This association has been developed in the 12 years since we began the production and sale of our Award Winning Woods-master and Cave Cooking series. It has continued through our Urban Master and Family Camping video series as well as through our general release "Basics" videos found in Walmart, Kmart, Cabellas, Bass Pro and hundreds of other stores and shops. Our customers trust us and for a reason, if we review a piece of gear, recommend a product or offer a new one, they will respond because they know that we test everything ourselves and that our word is good. Ad's placed in our magazine will have the advantage of this strong customer loyalty and trust. It is also why we carefully screen our advertisers.

Who are our customers?

In short: Mostly Male, mature, Caucasian with upper middle class earnings, a college education and no kids. This means discretionary income. Interestingly, our female customers are equally stable and represent an unusually high ratio for an outdoor related product. This all bodes well for advertisers in our Survival.Com Magazine!

<i>Gender:</i> <i>Mostly Male</i>	<i>Age:</i> <i>Older</i>	<i>Ethnicity:</i> <i>Caucasian</i>	<i>Kids:</i> <i>No</i>	<i>Income:</i> <i>Upper middle</i>	<i>College:</i> <i>High index of college grads</i>
Male: 59% Female: 41%	18- 34 25% 35-49 30% 50+ 33%	Cauc 90%	No 70% Yes 30%	30-60K - 35% 60-100K - 16% 100K + - 25%	No college: 42% College: 45% Grad school: 13%

Source: Quantcast November 2009

Survival.Com reaches over 66,000 Unique visitors each month with close to 6.5 million hits, 36GB of downloads and registers these geographic averages each month.

#	Hits	Files	KBytes	Country
1	3213347	2831328	17629873	Network
2	1468773	1255179	8438646	US Commercial
3	820389	709762	4748415	Unresolved/Unknown
4	198358	177792	1042000	US Educational
5	93328	87004	521631	Canada
6	44898	39758	246627	United Kingdom
7	44213	39053	223195	Australia
8	43163	35269	247157	US Military
9	37903	35003	236780	Netherlands
10	31156	27756	180071	Non-Profit Organization