

Nearly 81% of Milestones readers consider our advertisers when making a purchase.*

Milestones is committed to bringing its readers compelling stories, thoughtful commentary and information they can use. We know, respect and appreciate our readers. That's why they come back month after month.

Gender:

Female	69%
Male	31%

Age:

Under 50	4%
55 – 59	8%
60 – 69	23%
70 and over	65%

Ethnicity:

African American	41%
Asian	1%
Caucasian	51%
Hispanic	2%
Other/Mixed	5%

Education:

Less than high school	5%
High school	42%
Some College/ College Graduate	53%

Home Ownership:

Own	50%
Rent	42%
Other	8%

Number of

Monthly Readers:	165,000
<small>(Pass along 2.5 per copy)</small>	

How Often Do You Read Milestones:

Every Month	88%
Occasionally	9%
Rarely	3%

Purchases planning to make in the next year:

Health Food/Vitamins	57%
Insurance and Financial Services	49%
Travel/Vacation	38%
Home Computer	27%
Medical Supplies/Equipment	26%
Will	20%
Continuing Education Classes	18%
Pre-Planning Funeral Arrangements	18%
Senior/Assisted Living	15%
Hearing Aid	15%

Services planning on using in the next year:

Medical Doctor	82%
Eye Doctor	79%
Dentist	66%
Lawyer	18%
Financial Planner	15%

Favorite Features in Milestones:

Health Information	89%
Calendar of Events	79%
News	64%
Human Interest	52%
Arts & Leisure	50%
Consumer/Legal Issues	49%
Cooking	48%
Senior Snacker	44%
Travel	44%
Independent Living	42%

50% of our Seniors have access to the computer or the internet.



* Milestones Readership Study