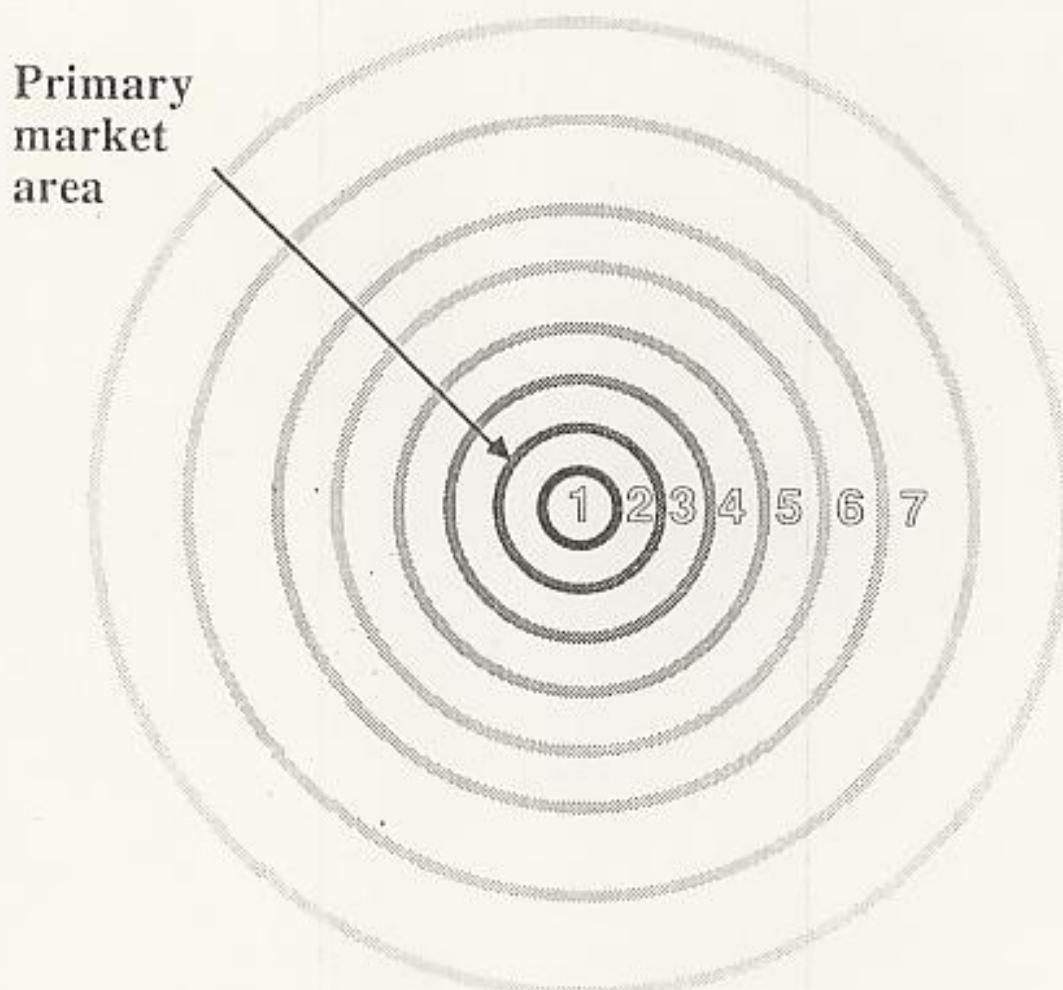


# **URANTIA®BROTHERHOOD**

## **LOCATING POTENTIALLY INTERESTED NEW READERS**



### **Assumptions:**

- A. You are free to introduce the book to any consenting group or individual
- B. Within the second rung many people will not consent or be interested.
- C. Training is needed.
- D. Reach most of the interested people on one rung before you move into the next rung.
- E. As your experience increases serving one rung, you begin planning for future expansion into the next rungs.
- F. No one has the authority to represent URANTIA®BROTHERHOOD in presentations.

# New Age

## READER PROFILE\*

### READERSHIP:

Circulation Rate Base.....	150,000
Distribution.....	70% paid subscribers 30% newsstand sales
Readers Per Copy.....	3.5
Total Readership.....	525,000
Read 3 of Last 4 Issues.....	84%
Keep Past Copies.....	88%

### SUBSCRIBER PROFILE:

Average Age.....	39
72% of Audience Between.....	25 and 49
Female Readers.....	61%
Male Readers.....	37%
Married.....	65%
Widowed, Divorced, Separated.....	24%

### EDUCATION:

Attended College.....	91%
Graduated From College.....	69%
Post Graduate Study.....	49%

### CIRCULATION:

Northeast.....	23%
Southeast.....	14%
North Central.....	20%
South Central.....	10%
Mountain.....	7%
Pacific.....	25%
Canada.....	4%
Foreign.....	1%

### OCCUPATION & INCOME:

Professional/Managerial.....	50%
Clerical/Sales.....	20%
Other.....	12.5%
Not Employed.....	17.5%
Invest in Stocks, Securities.....	77%
Average Worth of Portfolios.....	\$117,000
Average Net Worth.....	\$187,000
Average Income.....	\$41,700

### SPENDING PATTERNS/PRODUCTS PURCHASED:

Natural/Health Foods.....	99%
Health/Self Help Books.....	96%
Tofu Products.....	62%
Vitamins/Dietary Supplements.....	99%
Herbal Remedies.....	72%
Herb Tea.....	83%
Homeopathic Products.....	47%
Exercise Equipment.....	69%
Own Major Credit Cards.....	91%
Belong to Book or Record Club.....	45%
Took Foreign Trip in Past 1 Years.....	50%
Took Trip for Vacation in Past Year.....	85%
Own an Imported Car.....	54%
Number of Books Purchased Last Year.....	23
Own a Hot Tub.....	4%

### LIFESTYLE/INTERESTS:

Do Not Consume Red Meat.....	49%
Vegetarian or Macrobiotic Diet.....	43%
Practice Yoga.....	53%
Exercise Daily.....	40%
Do Not Smoke Cigarettes.....	89%
Have Had Therapeutic Massage.....	63%
Meditate.....	85%
Interested in Spiritual Development.....	89%
Believe in Reincarnation.....	70%
Contribute to Charity.....	76%
Support Development of Alternative Energy.....	99%
Favor Improving Environmental Safe Guards.....	93%
Concerned About Animal Rights.....	69%
Support Legalization of Marijuana.....	51%
Support Nuclear Power.....	17%
Support SDI.....	13%
Have Written to an Elected Official.....	65%
Have Written to Editor of Magazine.....	52%
Has Taken Active Part in Local Civic Issue.....	54%
Has Actively Worked as Volunteer.....	61%

\*Based on Subscriber Study by Simmons Market Research Bureau and 1987 Reader Survey by New Age Journal.



# URANTIA® BROTHERHOOD

## MAP OF POTENTIALLY INTERESTED READERS

Target rungs 2 - 7

