



Art of the Times

OF THE

The Magazine of the Arts Florida ♦ New York ♦ North Carolina ♦ California ♦ Europe

1200 South Flagler Drive, West Palm Beach, FL 33401

561.833.5129

audrey@artofthetimes.com

www.artofthetimes.com

2016-2017 Media Profile

PROVIDING A UNIQUELY AFFLUENT MARKET TO ADVERTISERS.

Our discriminating readers - 7.8 per copy, spend an average of 2.1 hours with each and every copy.
And, 85.6% of readers refer back to each issue at least once a week.

Age

Average Age:	55.1 years
Under 35	8.1%
35-54	41.7%
55-64	22.9%
65 & over	27.3%

Sex

Men	49.2%
Women	50.8%

Household Income

Average:	\$285,175
\$75,000-\$99,999	18.1%
\$100,000-\$199,999	26.3%
\$200,000-\$299,999	29.3%
\$500,000 OR MORE	26.3%

Net Worth

Average:	\$2,886,286
\$250,000-\$999,999	22.2%
\$1,000,000-\$1,999,999	22.3%
\$2,000,000 OR MORE	55.5%

Residential Real Estate

Primary home / condo operation	98%
Primary home / condo average value	\$698,535
Secondary home ownership	54.3%
Secondary home, average value	\$504,380
Looked at real estate in last 12 mos.	56.1%
Redecorated / remodeled in last year	59.5%
Average amount spent	\$350,000

Investment Portfolios

Average:	\$719,484
\$250,000 - \$499,999	86.4%
\$500,000 - \$999,999	68.8%
\$1,000,000 or more	49.6%

Banking / Trusts

Average:	\$3,260,525
\$250,000 - \$999,999	36.4%
\$1,000,000 - \$4,999,999	37.9%
\$5,000,000 or more	25.7%

Travel

Domestic air trip within 12 months	96%
Average number of trips	10.2
Domestic first class air travel	46.8%
International air trip within 12 months	70%
Average number of trips	3.7
Hire limousine service	43.9%
Cruise vessel trip within 3 years	23.7

Entertaining & Dining Out

Usually ordered liquor by brand names	84.6%
Median # of times dined out monthly	26.5
Median # of times entertained monthly	11.2

Recreation

Attended or played golf	74%
Attended galleries or museums	72.3%
Attended symphony, ballet, opera	72%
Went to theatre	86.7%
Did charity work	75.1%

Distribution Locations

The Art of The Times can be found at Art Galleries & Museums, Hotels, Resorts & Spas, Country Clubs, Condominiums & Gated Communities, Doctor Offices and Medical Centers, Fine Dining Establishments, Yacht Clubs, Automotive Dealers, Airports, Shopping Centers, Newsstands & Bookstores, Beauty Salons, and Real Estate Offices in South Florida, New York, North Carolina, California, Latin America, and Europe.