

# Financial



## Affluence is disproportionately concentrated in the West

- Westerners are more likely than those in any other region to have assets worth \$1 million or more.
- The West is the leading region for delivering investors with securities valued at \$3 million or more.
- Westerners are 27% more likely than the average American to spend \$2,000 or more on their credit card each month.

## Sunset readers are affluent investors

- *Sunset* readers are 66% above average for owning securities valued at \$3 million or more.
- *Sunset* readers are 84% more likely than the average American to have sought financial planning or money management counsel in the past year.
- *Sunset* readers are 49% more likely than the average American to have a retirement savings plan.

### 13 Western states circulation

#### *Sunset*

1,139,667

*Bon Appétit* 501,394

*Travel + Leisure* 247,865

*Condé Nast Traveler* 213,218

Source: 6/30/10 ABC Statements

Sunset delivers more Western households than three leading upscale lifestyle magazines.

# Sunset