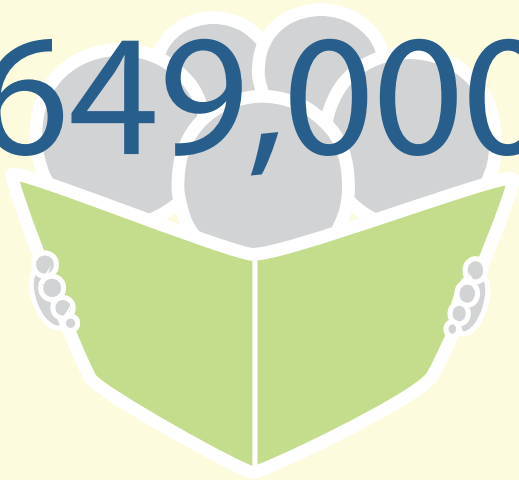
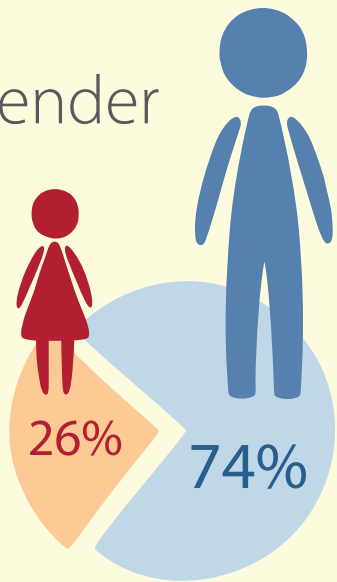


# Readership

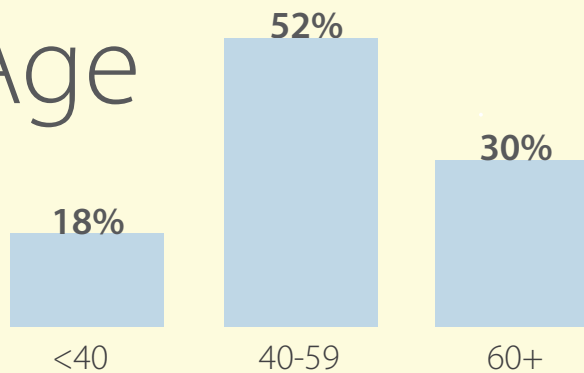
649,000



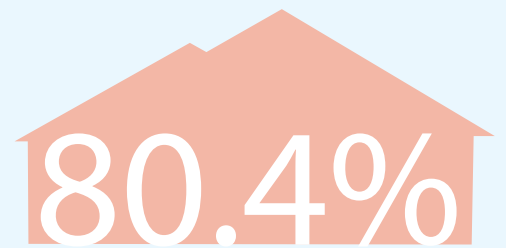
# Gender



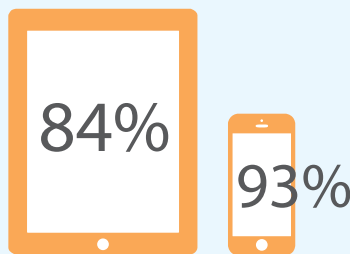
# Age



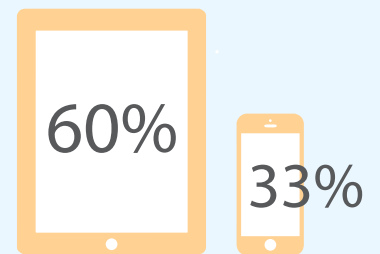
# Homeowners



# Devices Owned



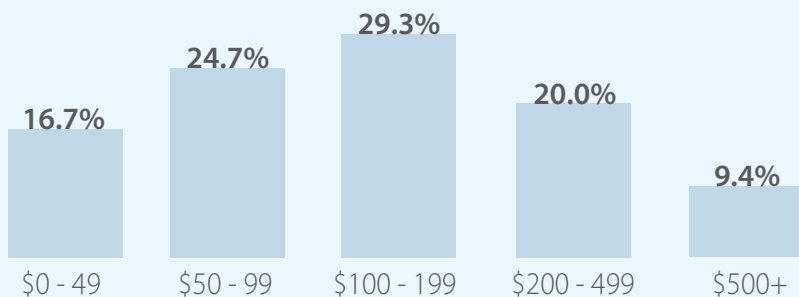
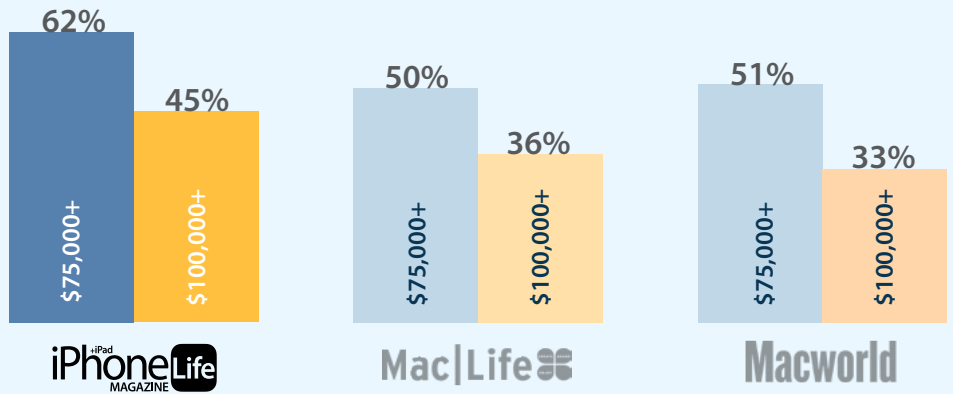
iPhoneLife  
MAGAZINE



MacLife

## Household Income

Percentage of our readers that earn more than \$75,000

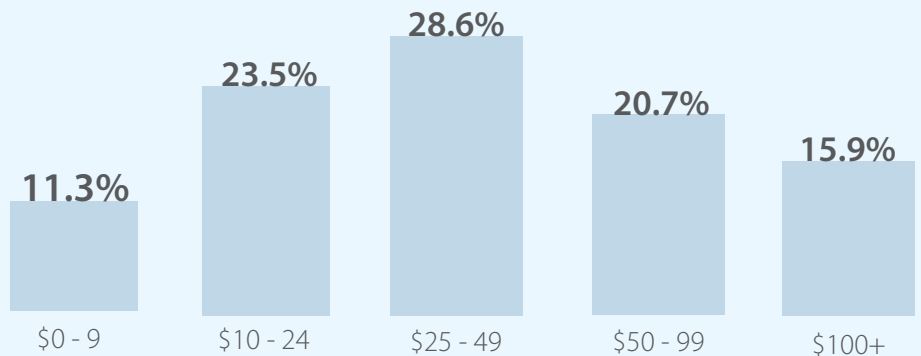


## Accessories

How much readers spent on accessories last year

## Apps

How much readers spent on apps last year



*iPhone Life* influenced purchase decisions

71%

71% of our readers have purchased an app or accessory based on seeing an ad in iPhone Life magazine