

WHO READS THE *HUMANIST*



- ▶ The *Humanist* has a national paid circulation of nearly **15,000** and a growing international readership of **more than 60,000**.
- ▶ The magazine is distributed by several national distributors and is currently being carried at B. Dalton, Barnes & Noble, Books-A-Million, Bookstar, Bookstops, Borders, Joseph-Beth, and other independent bookstores and newsstands across the country.
- ▶ Readers are mostly **financially secure, college-educated professionals** in the fields of education, medicine, law, business, and the social sciences, who share a dedication to social justice, civil liberties, and progressive causes.
- ▶ Two-fifths of our readers **attended graduate school**. Nearly ninety percent hold a Bachelor's degree. A solid plurality **read** a minimum of **ten books a year**, and a good number **read at least five magazines** regularly. A good portion also read each issue of the *Humanist* cover to cover.
- ▶ Ninety-three percent **voted in the last presidential election** and over sixty percent have **contacted a public official** in the same time span. Additionally, more than a third of *Humanist* readers have **volunteered for a charity** in the last year, and over half **attended a public meeting** over the same period.

