

MUSIC CONNECTION

2016 READER DEMOGRAPHICS

READERSHIP

Total Monthly Readership: **110,000**
(Includes Print and Web)

SPECIFIC DEMOGRAPHICS

Gender
Male **69%** • Female **31%**

AGE

18-24 **17%** • 25-34 **30%** • 35-44 **18%**
45-54 **16%** • 55-64 **14%** • 65+ **5%**

MUSICAL TASTES

Rock **26%** • Pop **23%** • Hip-Hop/Rap **20%**
Country **17%** • Soul / R&B **8%** • Other (blues/jazz/metal) **6%**

ANNUAL INCOME

Over 50k **41%** • 25k-50k **38%**
Under 25k **11%**

PROFESSIONS*

Singers/Musicians **68%** • Songwriters **56%**
Producers, engineers, studio owners **53%**
Record Company Executives **13%**
Agents, managers, publicists, club owners/bookers **20%**

INSTRUMENTS*

Vocalist **58%** • Guitar **50%** • Keyboards/Piano **30%**
Drums/Percussion **30%** • Bass **22%**
Horns/Winds **9%** • Strings **7%**