

# MUSIC CONNECTION

## 2018 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 **51%** • 25k-50k **41%**  
Under 25k **8%**

### 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%**