

# MARKETING INFO

## New Man

The *New Man* reader has it all. He is married, well educated and enjoys the status of a professional or managerial job earning a high income. The median income of a reader is \$59,000.

	New Man Males	MRI U.S. Males	Index
<b>Marital Status</b>			
Married	88.7%	60.7%	146
<b>Age</b>			
<b>Median Age: 42.3</b>	<b>42.3</b>	<b>41.1</b>	<b>103</b>
30-34	13.9%	10.8%	129
35-39	19.8%	11.8%	168
40-44	18.8%	11.1%	169
45-49	13.9%	9.2%	151
50-54	10.5%	7.0%	150
<b>Educational Level</b>			
Any college	83.3%	49.2%	169
Graduated college or more	57.0%	23.4%	244
Post-graduate study w/degree	24.9%	7.6%	328
<b>Employment Status</b>			
Employed (net)	92.8%	72.9%	127
Full-time (30 or more hours)	89.4%	67.2%	133
<b>Household Income</b>			
<b>Median HHI: \$59,000</b>	<b>59.0</b>	<b>42.1</b>	<b>140</b>
\$50,000 - \$59,999	15.4%	9.9%	156
\$60,000 - \$74,999	16.6%	11.2%	148
\$75,000 - \$99,999	15.1%	10.1%	150
\$100,000 or more	16.6%	9.3%	178
\$100,000 - \$149,999	10.4%	6.5%	160
<b>Median Household Net Worth: \$177,800</b>			
<b>Occupation</b>			
Professional/managerial (net)	51.3%	28.7%	193
Managerial	25.3%	15.2%	166
Sales	14.1%	10.1%	140
<b>Total Number Of Children Living In Household</b>			
Any children in household	61.5%	39.0%	158
Two	23.5%	14.4%	163
Three or more	21.1%	8.4%	251

Source: MRI custom, MRI Spring 1997

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# EDITORIAL PROFILE

## New Man

### OUR READERS

Over 90 percent of *New Man* readers are males between ages 25 and 54. The vast majority of them are married and are raising children. With a strong sense of commitment to their families, they strive to build an environment of love and security. They have a very high regard for all children, and they feel responsibility to set the stage for their success. The *New Man* reader is highly educated and has a strong work ethic, which has led to significantly higher-than-average household incomes.

The beliefs and practices of *New Man* readers are strongly rooted in God, church and community. They believe that many of society's problems can be solved by the compassionate action of people in local churches. While they tend to be very pragmatic, these men believe that the spiritual aspect of life is foundational to everything else. They believe that spiritual vitality leads to ultimate fulfillment and success.

### OUR MAGAZINE

*New Man* magazine exists to "renew men in purpose and passion for Christ." It informs and equips men for success in every aspect of their lives—and provides a God-centered perspective to influence their world for good.

Our format allows for a variety of concise articles and bite-sized pieces of practical and fascinating information to meet needs, solve problems, and improve a man's quality of life. Our main topic categories are fathering, marriage, spiritual instruction, career, finances, faith in action, issues in society, and health. We strive for a positive magazine filled with a variety of useful information and inspiration. We provide extensive reviews of products and services of particular interest to men.

In short, we lead men to get the most out of their lives, make sound decisions, follow their dreams, pursue excellence, and find fulfillment through loving, serving and giving.

### FEATURES IN NEW MAN

Each issue of *New Man* provides about 10 features of varying length ranging from 800 to 3,000 words. Our feature formula:

#### Fathering, Marriage

At least one feature each issue

#### Career, Finances, Spiritual Instruction, Faith in Action

Three features every issue

#### Health, Issues, Humor, Consumer Information

One feature every other issue

#### Surprise

One every issue

### COLUMNS AND DEPARTMENTS

#### Clips

About 8 pages of useful and fascinating bite-sized articles of keen interest to men.

#### Marriage That Lasts

Our readers' marriage questions are answered by a married team of professional counselors.

#### A Father's Heart

Advice from key leaders on the art of raising children.

#### Ask Dr. Dave

A medical doctor answers men's questions about fitness, nutrition, sexuality and disease prevention and treatment.

#### Reviews for the New Man

Reviews of books, music, videos, software, and other products for men.

#### Back Talk

Our readers give their best shot answering a thought-provoking or controversial question.

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