

AFFLUENT AND SUCCESSFUL READERS

FAST COMPANY readers are entering their **prime earning years**, having achieved a **high level of success** at an early stage of their careers. They are highly educated, hold top jobs, and have the resources—and the desire—to enjoy the finer things that life has to offer.

Male/Female	64%/36%
Median Age	47
Age 25-54	82%
Median Household Income	\$154,899
Average Net Worth	\$2,020,607



	COMP %	INDEX
Graduated College+	78	139
Post-Graduate Study+	35	166
HHI \$150,000+	52	175
HH Assets \$1 Million+	71	129
Professional/Managerial	81	149
Top Mgmt./C-Title Resp.	44	195

SOURCE: 2007 MENDELSON AFFLUENT SURVEY; ADULTS WITH AN HHI OF \$85,000+

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"LEADERS ARE ALMOST BY DEFINITION
PEOPLE THAT CHANGE MINDS."
- HOWARD GARDNER, PROFESSOR,
HARVARD UNIVERSITY

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