



Minnesota Lawyer Subscribers are:

Highly Educated

- 99% have a college degree
- 90% have a post-graduate degree

Decision Makers

- 30% partners
- 23% solo practitioners
- 22% judges

Affluent

Average Household Income
\$236,000*

- 23% earn over \$250,000
- 6% earning \$500,000 or higher

*Household income 2006 before taxes

Average Value of Primary Home
\$482,000*

- 21% with homes valued over \$500,000
- 9% own homes valued over \$1,000,000

Products or Services

Our subscribers plan to purchase in the next 2 years

- tickets to cultural events 65%
- tickets to sporting events 63%
- financial planning services 19%
- recreational boat or vehicle 15%
- primary or vacation home 14%
- investment property 9%
- legal services 5%
- purchase or lease a new or used vehicle 38%

Activities

Our subscribers attended or participated in the previous 12 months

- 36% dine out 5 or more times per week with an average of 4.3 times per week
- 29% take 5 or more round trip air flights per year with an average of 3.8
- 16% belong to a golf or country club

Source: 2007 Minnesota Lawyer Reader Research Survey

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Be Informed. Be Successful.

Subscribers value our content

- 72% read 4 of 4 issues and spend an average of 37 minutes reading each issue.
- 90% have taken at least one action in the past year as a result of reading Minnesota Lawyer.

Top actions are:

- Discussed item with others 72%
- Passed item along to others 62%
- Filed item for future reference 51%
- Visited website/sought further info 35%
- Used/modified an idea 29%

