

PAPER

★ CIRCULATION ★

PAPER is published monthly 10x per year

Total readership: 600,000

Total Print Run: 125,000

Ratebase: 90,000

Paid: 62%

News Stand: 38%

Paid Hotel Subscriptions: 15,000

Paid Boutique Subscriptions: 10,000

Non-Paid Comp List/ Fashion Trade/ Event Distribution: 10,000

Total Paid Circulation: 115,000 (92%)

Total Non-Paid Circulation: 10,000 (8%)

Total Distribution: 125,000

PAPERMAG.com:

Uniques per month: 1.3 Million

Median HHI: \$153

Median Age: 28

Duplication with PAPER Magazine and PAPERMAG.com: 40%

Hotel program: In-room boutique hotels like The Mercer, NYC

Over 350 news-stands and bookstores nationwide

Top salons and spas such as Frederic Fekkai

Airports and major transportation hubs

Top retailers nationwide from Murray Moss to Urban Outfitters

Total monthly PAPER magazine & PAPERMAG.com audience: 1.12 Million