



**WE ARE THE GATEWAY TO
THE NEW RURAL MARKET.**
COLLECTIVELY, AMERICAN
MAINSTREET PUBLICATIONS
COMPRISE THE **LARGEST**
GROUP OF CONSUMER
PUBLICATIONS IN THE
U.S. SERVING THE RURAL
MARKETPLACE.

Demographics & Audience

Circulation	9,647,800
Adult Readers Per Copy	3
Total Audience	28,943,400
Women	55%
Men	45%
Average Age	53.1
Adults 35+	85%
Married	67%
Median HHI	\$66,318
Employed	57%
Attended College+	61%
Own Home	91%
Average Home Value	\$343,000
Average Acreage	23.1
Read 3 or 4 out of 4 issues	83%

* AAM June 2019 Publishers Statement

** GfK-MRI Doublebase Prototype

*** American Mainstreet Publications Reader Profile Study