

OUR READER PROFILE

Rhode Island Monthly Subscribers:

MALE 37%

FEMALE 63%

AGE

Average reader age 55 years
35 years or older 93%

HOUSEHOLD INCOME

Average household income \$223,700

EDUCATION

College degree or more 72%

WHAT OUR READERS PLAN TO PURCHASE IN THE NEXT 12 MONTHS

[79% of our readers purchase products and services from ads in Rhode Island Monthly]

- Dining and Entertainment 81%
- Furniture/Home Furnishings 42%
- Home Appliances 21%
- Travel/ Vacations 61%
- Medical Services/Physicians/Pharmacy Services 71%
- Tax advisor/Services 36%
- Financial Advisors 29%
- Home Improvement/Related Supplies 35%
- Women's Apparel 78%
- Men's Apparel 51%
- Vehicle Accessories (Tires, Brakes, or Services) 33%

Readership
163,000
per month



52% of our readers hold onto the magazine for more than 1 month

CVC Supplemental Readership study, March 2025

See our current CVC audit statement for Rhode Island Monthly's most up-to-date paid, audited circulation numbers.

Rhode Island
MONTHLY

Know more. Live better.

For more information, contact **Kieran Keating**, associate publisher/sales, at **649-4888** or **kkeating@rimonthly.com**