

# MEDIA KIT

NEWS. TECHNOLOGY. GEOPOLITICS. LIFE. POLITICS. CULTURE. FAITH.



**WorldTribune.com**

WINDOW ON THE  
**REAL WORLD**



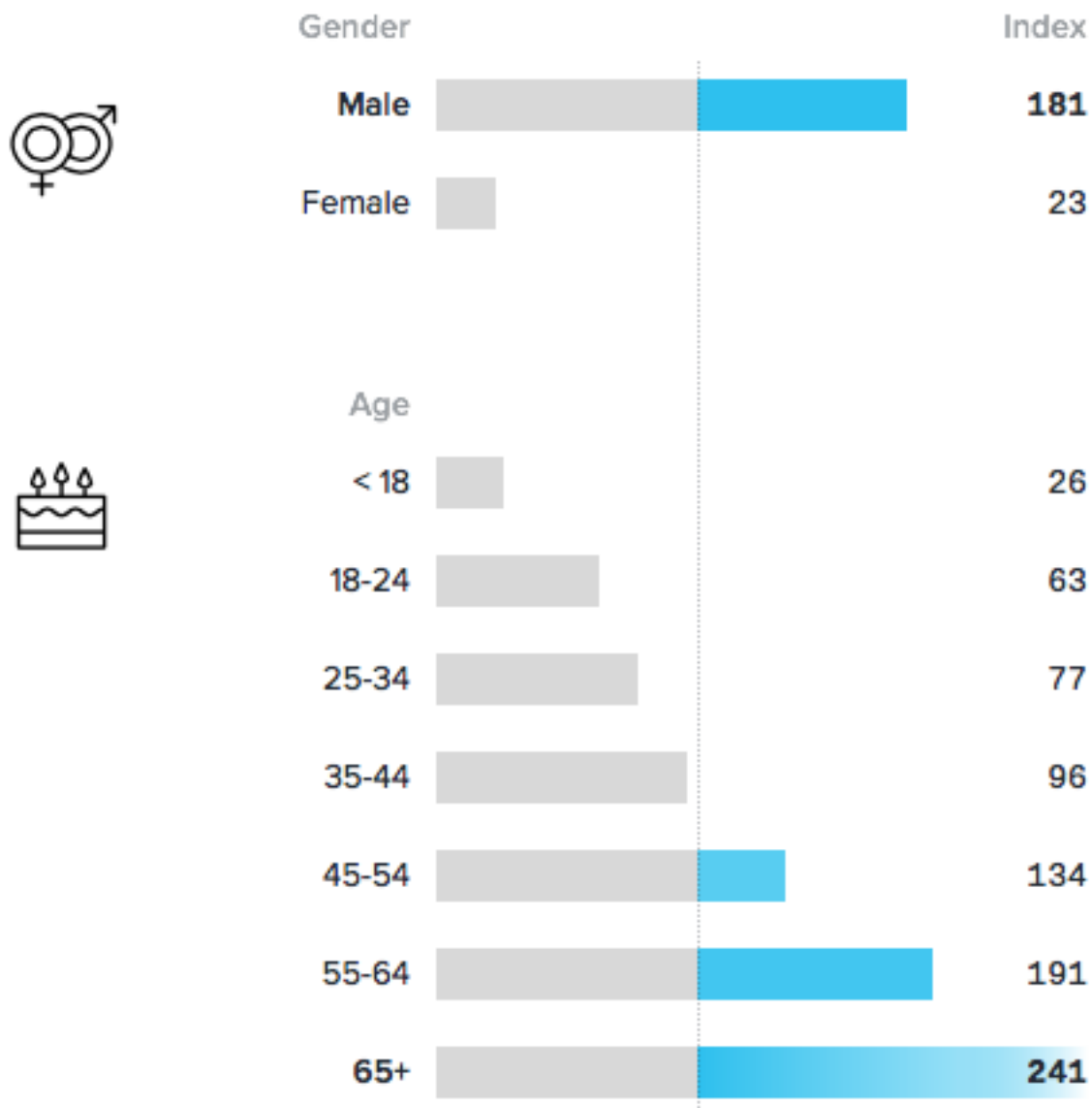
# WORLD TRIBUNE AUDIENCE

In sum, WorldTribune readers are:

- 47% politically active, 89% active or somewhat active
- 49% Ind, 36% Republican, 14% Dem
- 86% Caucasian
- 76% college, 30% grad school
- 15% 150K+, 18% 100-150K, 31% 50-100K
- 64% 35-64, 13% 65+

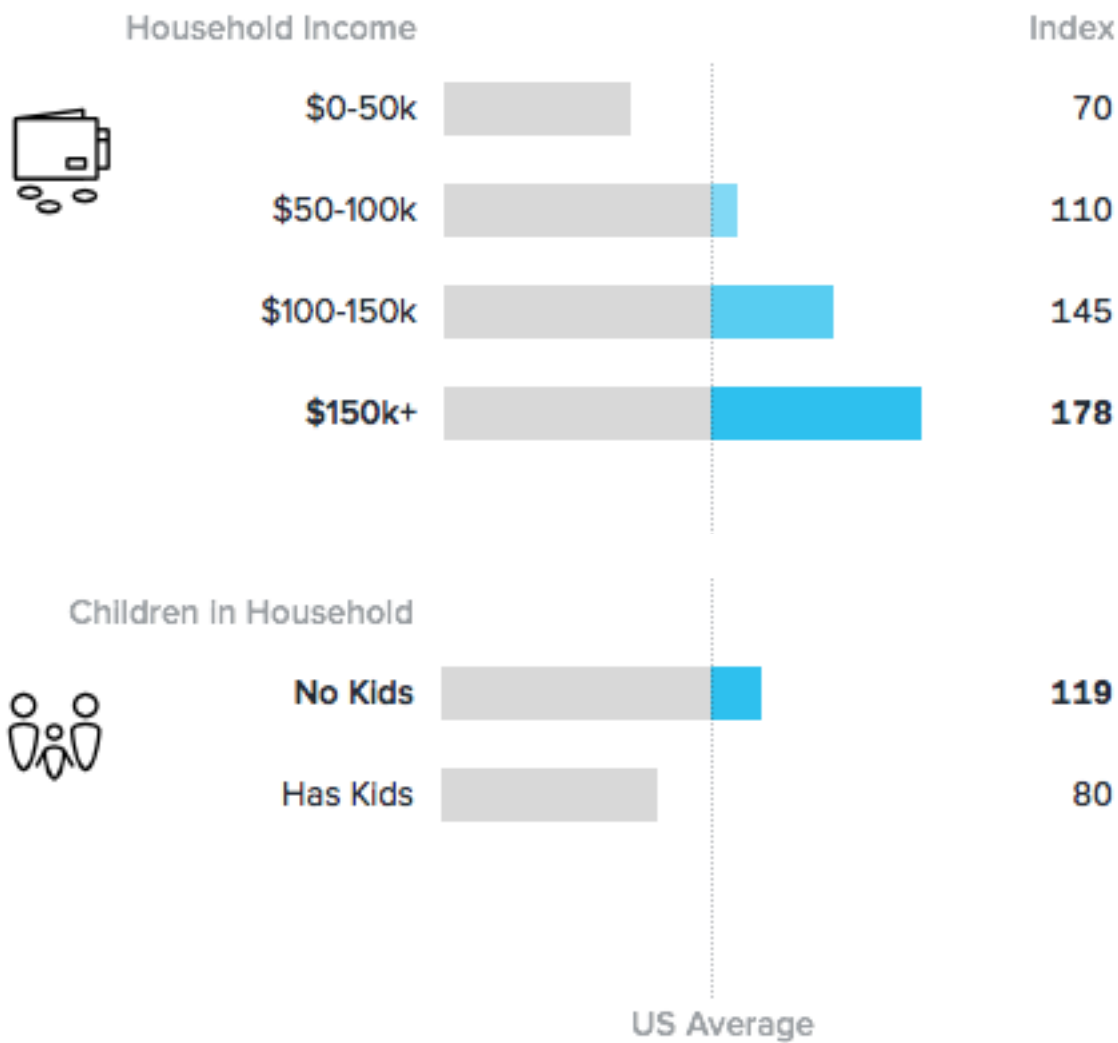


# U.S. DEMOGRAPHICS



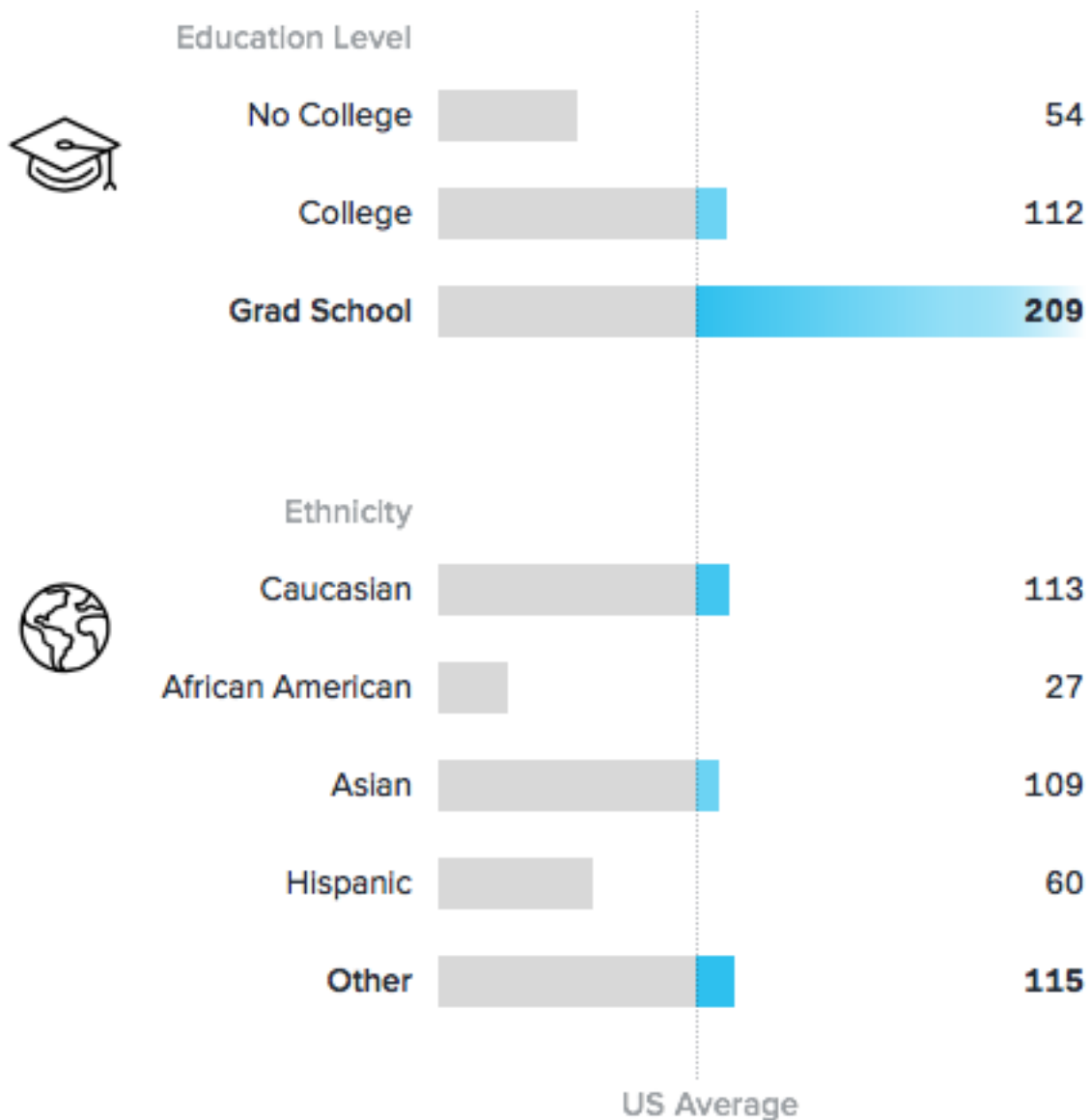


# U.S. DEMOGRAPHICS





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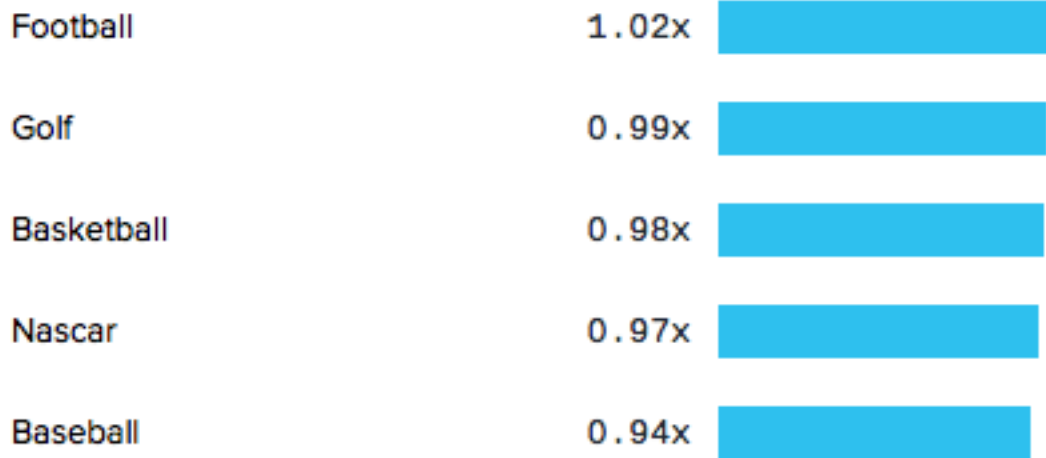


# MEDIA INTERESTS

## TV

### Sports

### Affinity

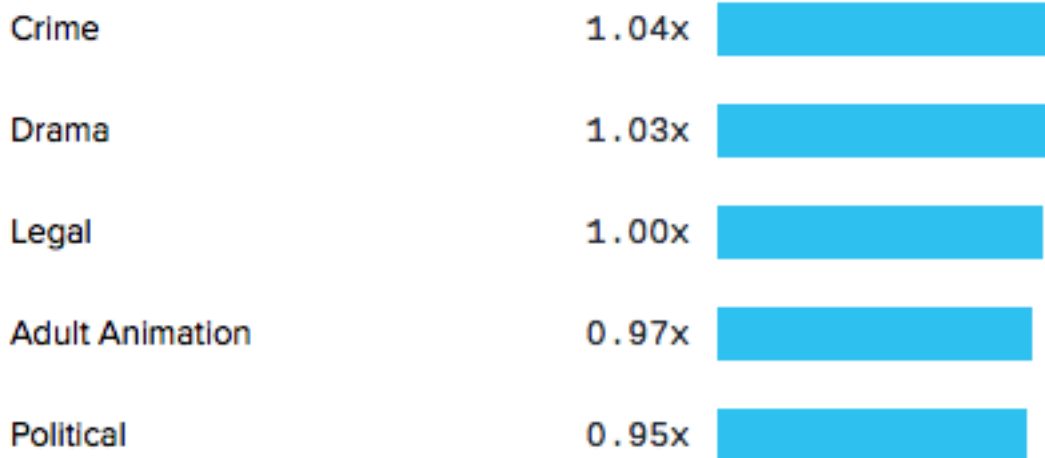




# MEDIA INTERESTS

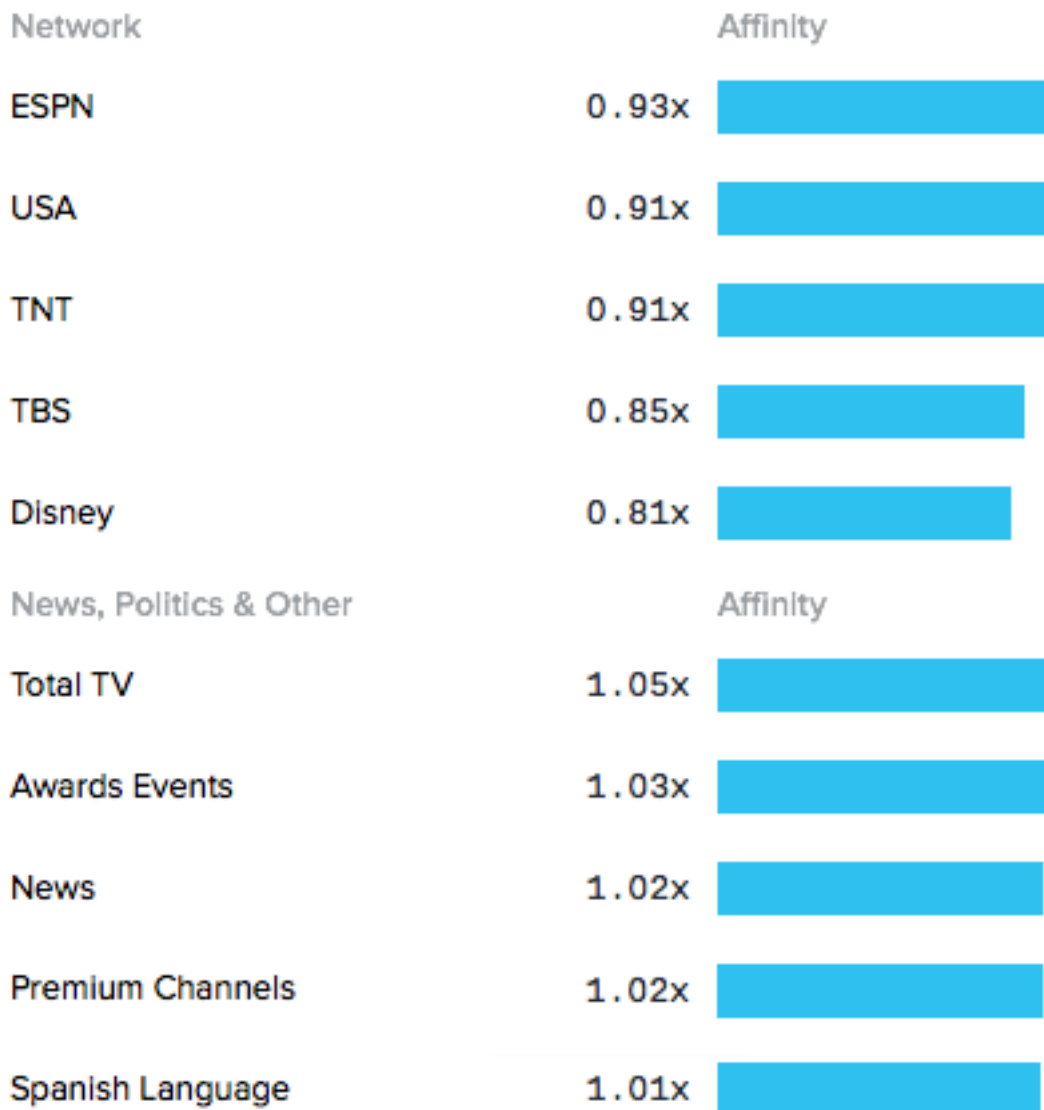
Drama, Action & Adventure

Affinity





# MEDIA INTERESTS







# INDUSTRY AND OCCUPATION

## Employer's Industry

Business Services

1.12x



Government

1.01x



Healthcare

0.93x



Education

0.85x



Finance

0.80x



## Occupation

## Affinity

Engineering

1.28x



C-Suite

1.27x



Legal

1.19x



Information Technology

1.13x



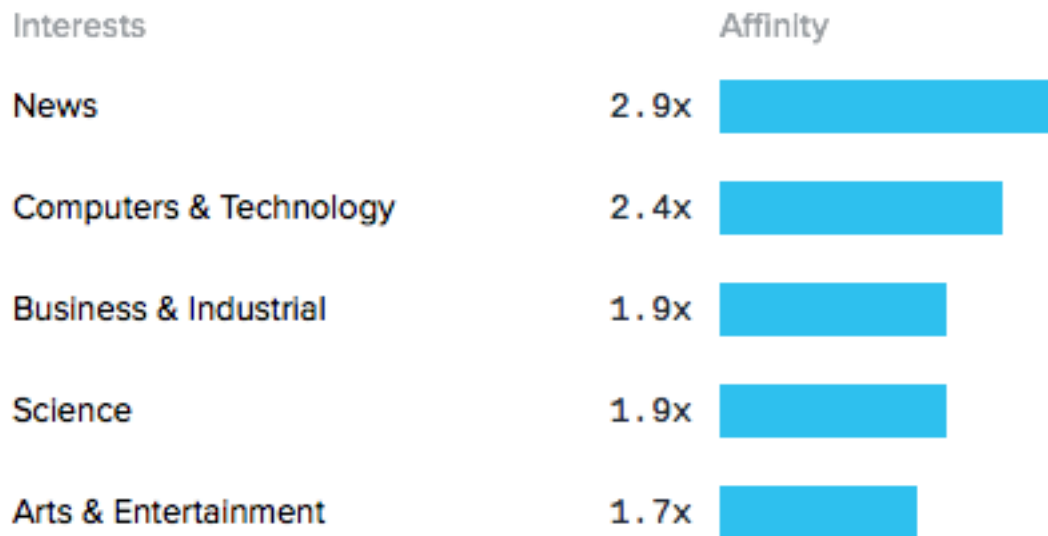
Scientists

1.08x



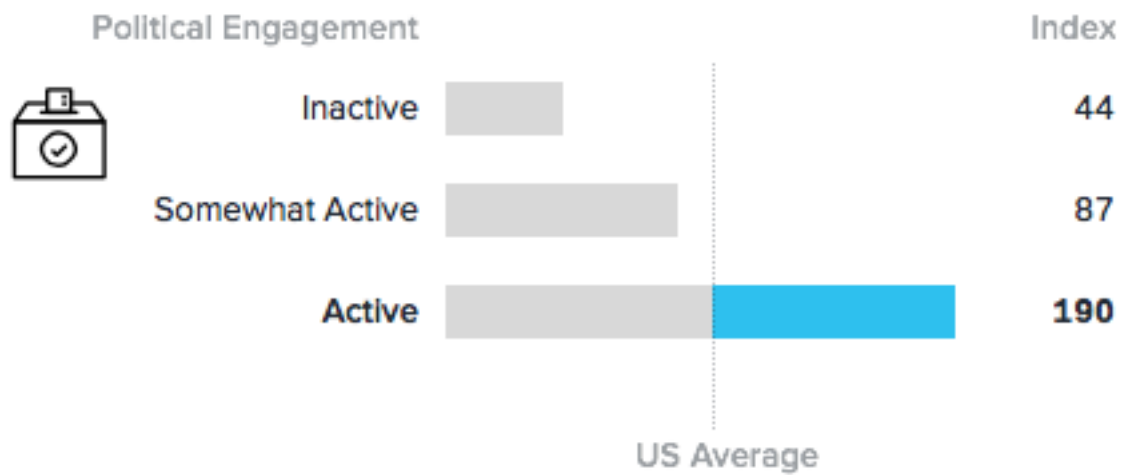
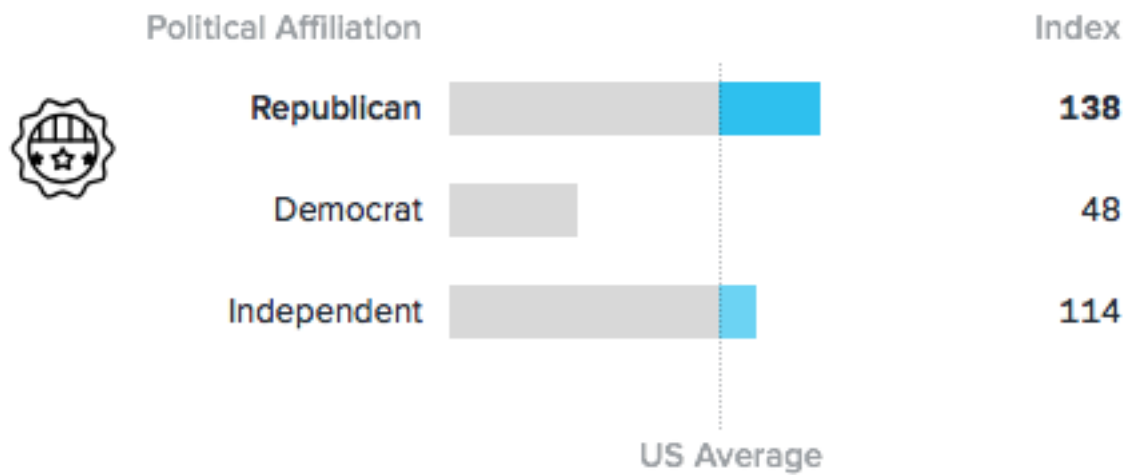


# GENERAL INTERESTS





# POLITICAL INTERESTS





# SHOPPING INTERESTS

AUTOMOTIVE

PACKAGED GOODS

APPAREL

MOF

Food, Household & Pets

Affinity

Household Goods

1.00x



Eggs & Dairy

0.99x



Snacks

0.98x



Pet

0.95x



Baked Goods

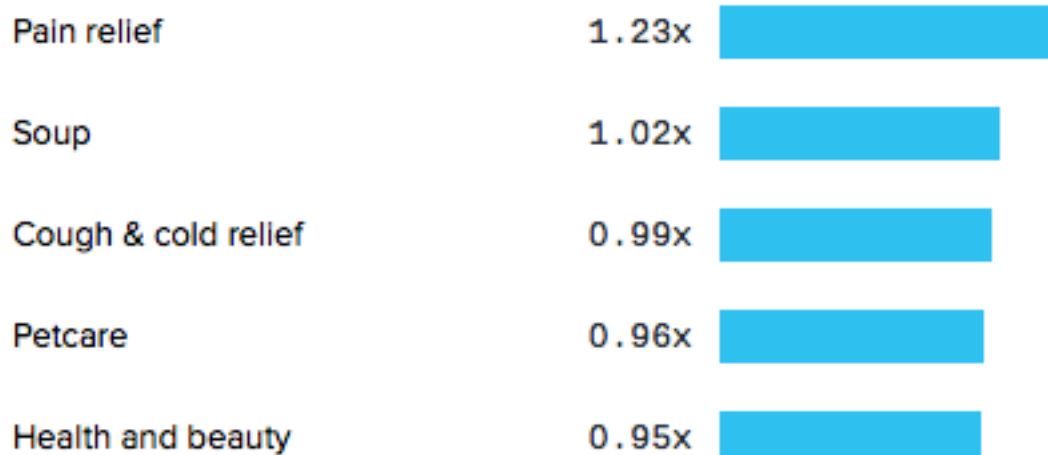
0.95x





# SHOPPING INTERESTS

## Brands by Category



## Buy Style

