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Mission Statement: WIRED fearlessly champions tomorrow and explains the surprising ways we'll get there. WIRED is your co-pilot for change.

PRINT DEMOS

	2018
Aud (000)	3.1M
Median HHI	\$99,874
Median Age	42
Male/Female	77%/23%
Age 18-34	1.1M
Age 35+	2.1M
HHI 100K+	1.6M

DIGITAL DEMOS

	2018
Aud (000)	19.3M
Median HHI	\$80,394
Median Age	48
Male/Female	55%/45%
Age 18-34	5.2M
Age 35+	14.1M
HHI 100K+	7.5M

SOCIAL**FOLLOWERS****% YOY**

Facebook	2,901,519	9%
Instagram	779,705	28%
Twitter	10,380,203	8%
YouTube	2,693,487	91%
Total	19,848,279	14%

DIGITAL TRAFFIC**2018****% YOY**

Unique Visitors	19.7M	40%
Page Views	59M	40%
Visits	28M	20%
Avg Min/Visitor	5.9 Min	36%

CIRCULATION**1H 2018****% YOY**

Total Circulation	879,522	1%
Total Subscriptions (Paid & Verified)	864,685	1%
Total Single Copies	14,837	-15%
Ratebase	850,000	N/A
Issues/Year	12X	