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READERSHIP & CIRCULATION

**THE
FRANCHISE**

**EDITORIAL
CALENDAR**

**READERSHIP
&
CIRCULATION**

**SPECIAL
OPPORTUNITIES**

**SIKIDS.COM
MEDIA KIT**

READERSHIP The Kids

Target Audience:	Ages 8 to 15	
Readership:	Total	8.1 million
	Kids (under 12)	3.5 million
	Teens (12-17)	2.8 million
	Adults	1.8 million

Boy/Girl Ratio: 69% / 31% Total Audience;
82% / 18% Subscribers

Median Age: 11.2 years

The Families

Average HHI: \$104,600

Median HHI: \$80,500

Attended College: Male: 84%, Female: 86%

Employed: Male: 98%, Female: 75%

Median Age: Male: 44, Female: 41

Source: SPORTS ILLUSTRATED FOR KIDS Subscriber Study 2000

CIRCULATION

SI FOR KIDS' paid circulation is concentrated in affluent and upscale homes, primarily in A & B counties. In addition to its paid circulation, SI FOR KIDS also maintains a national literacy program through controlled circulation to 200,000 children in more than 8,000 classrooms across the country.

Frequency:	monthly
Rate Base:	950,000
Average Issue Delivery:	971,735
Subscription Cost:	\$29.95
Subscription/Newsstand:	97.9%/2.1%
Issue Cover Price:	\$2.99

87.2% of Subs Purchased at Basic Rate

Source: BPA Circulation Statement for the 6-month ended 6/00
SI FOR KIDS' Subscriber Study 2000

