

Target Audience and Distribution

Our readership primarily comprises participants of the JET Program and our esteemed CEO clients, encompassing individuals aged 18 to 60 years old.

JET Program participants receive complimentary subscriptions for the duration of their course, accessing the magazine through a dedicated portal.

Engagement is further reinforced as participants are required to read each issue and are subsequently assessed on key topics and articles.

This ensures a highly engaged and informed audience, eager to absorb content relevant to their professional growth.



Demographic Insights

Understanding our audience is paramount.

While specific data for our unique readership is forthcoming, industry insights provide valuable context.

For instance, publications like YFS Magazine report a median reader age of 29.5 years, with 55% female readership and household incomes ranging from \$50,000 to over \$150,000, with 29% exceeding \$100,000.

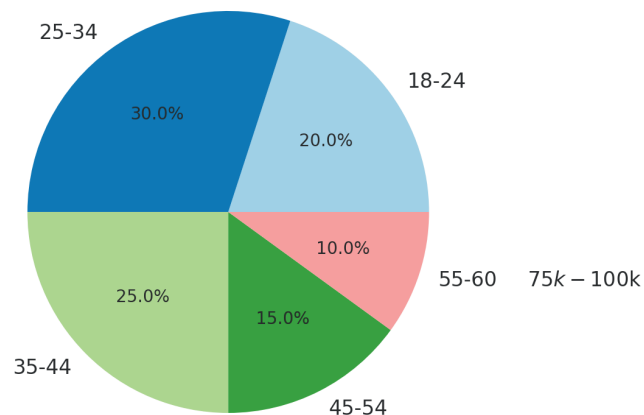
en.wikipedia.org

Similarly, People magazine's media kit indicates a median reader age of 49 and a median household income of \$75,000.

dotdashmeredith.com

These figures suggest a well-educated, professionally active audience with substantial disposable income.

Age Demographics



Advertising Opportunities and Rates

We offer a diverse array of advertising placements to cater to varying promotional needs:

Full Page:	\$1,800
• Half Page:	\$900
• Quarter Page:	\$450
• Eighth Page:	\$225
• Back Cover:	\$2,400
• Inside Back Cover:	\$1,900
• Inside Front Cover:	\$2,100

Median Disposable Income

