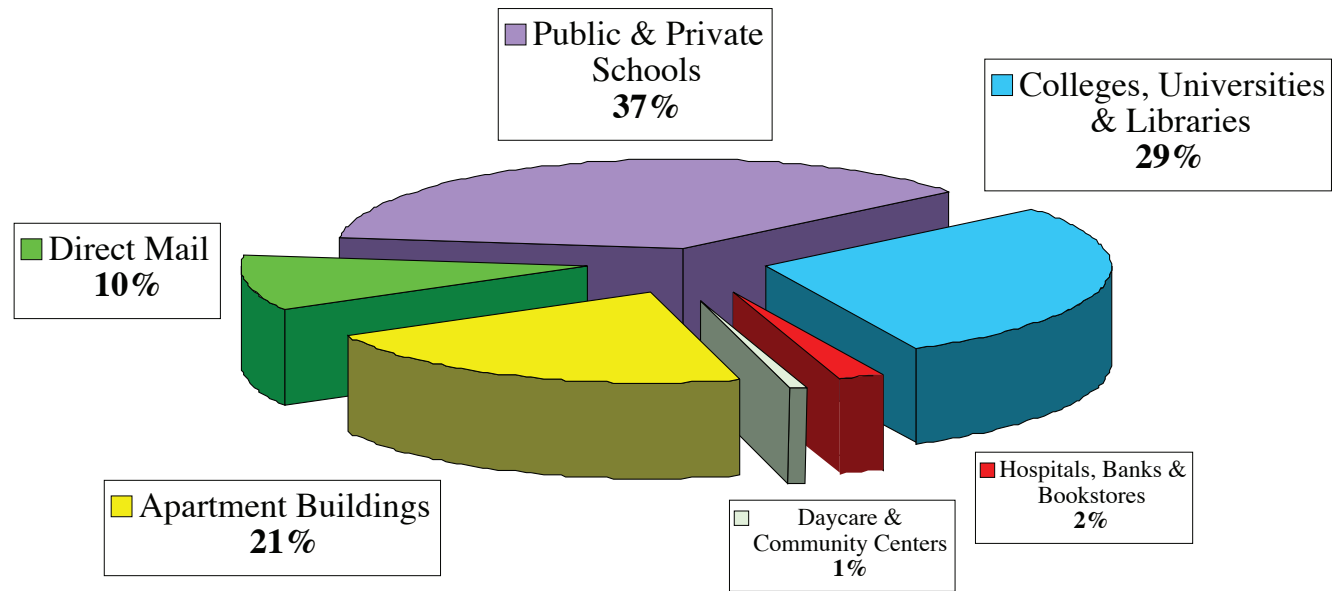


Education News Today for a Better World Tomorrow

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Distribution & Readership Profile



WHO ARE OUR READERS?

Parents, Teachers, Administrators and the General Public. Our readers are predominantly in New York City. Our internet site is visited by readers around the country:

<http://www.educationupdate.com>

EDUCATION: 65% of our readers have a college or graduate degree

OCCUPATION: Educators (including Administrators & Teachers): 39%; College & Grad. Students: 20%; Physicians & Attorneys: 15%; Business: 12%; Computers: 7%; Community Service Agencies: 5%; Foundation Heads: 1%; Other: 1%

AGE: 31% of our readers are ages 13-24; 56% of our readers are ages 25-57; 13% are ages 58-84

CONSUMER SPENDING: Major Budget Items: Private school (nursery to high school); college; books; computers, cars for students; pets; family travel (avg. 3 trips per year); movies & theater

FAMILY SIZE: 78% have 1-2 children





AGE OF CHILDREN: 22%: children 1-7; 24% children 8-14; 32%: young adults 15-27






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