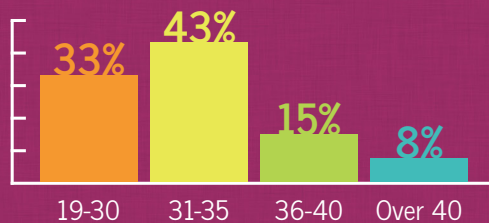
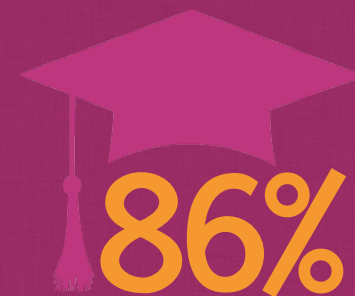


READERS SURVEY RESULTS

Age of Readers



99%
ARE MARRIED
or in a domestic partnership



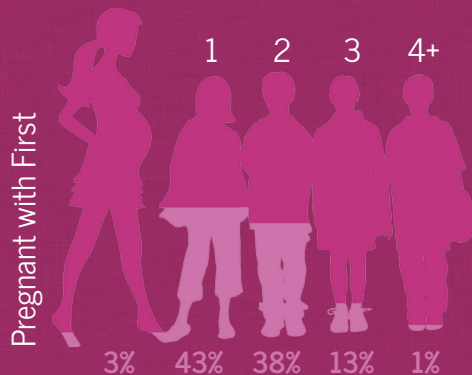
86%
have a
BACHELOR'S DEGREE
or higher

67%

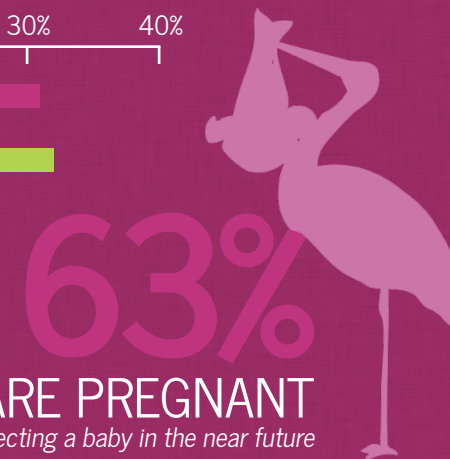
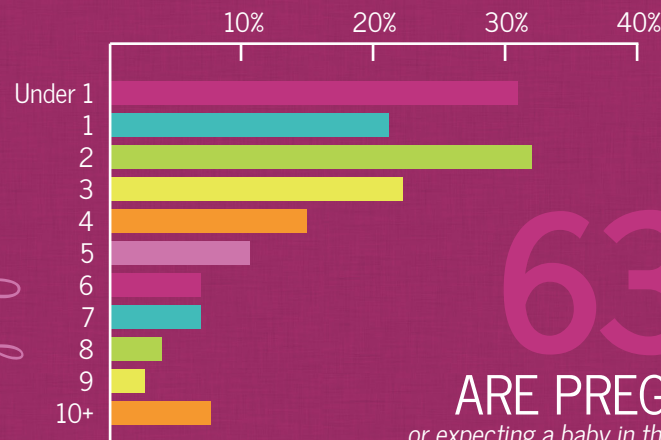
WORK

Part-time or Full-time from Home or Outside the Home

Children in Home



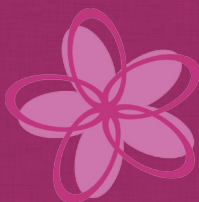
Age of Children



63%
ARE PREGNANT
or expecting a baby in the near future

98%

trust the info on blogs they're familiar with



Where They Shop



54%
BUY PRODUCTS AND SERVICES THEY READ ABOUT ON CMBN SITES

Enticed by...

