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<tr>
<th>Total Circulation</th>
<th>Pass-Along Rate</th>
<th>Total Readership</th>
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<tr>
<td>28,000</td>
<td>1.8</td>
<td>50,400</td>
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*The Paris Review* Online

- **626,000** Monthly Pageviews
- **375,000** Monthly Unique Visitors

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WHO READS THE PARIS REVIEW

DEMOGRAPHICS

Average Household Income $118,500

48% Female  52% Male

Average Age 45

ENGAGEMENT

8 YEARS average length of readership

86% plan to renew their subscription

87% spend 2+ hours with each issue

75% of our readers keep issues as part of their regular book collections

94% visit our website parisreview.org

85% spend 10+ minutes on the website

70% share content from the website via social media

LIFESTYLE

82% have purchased 10+ books in the past year

95% attended readings in the past year

99% visited a gallery or museum in the past year

97% attended a live performance event in the past year

72% have booked 5+ night in a hotel for vacation travel

58% traveled internationally

90% identified culture as important in lifestyle spending decisions

73% identified food and restaurants as important in lifestyle spending decisions

77% identified travel as important in lifestyle spending decisions
WHO READS THE PARIS REVIEW

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