



Last Year, WHG Readers Bought More Than Seven Million Books!

THEY RESPOND TO ADVERTISING: **44%** say they purchased a book as a result of seeing an ad appearing in the issue.

AND THEY BUY: **15.6** WHG median number of books bought per year—that's three times the national average!

AND THEY ARE ON THE CUTTING EDGE OF TECHNOLOGY: **8%** Already Own E-Readers **17%** Plan To Buy in the Next 12 Months

WHAT THEY PLAN TO PURCHASE...
Kindle..... 31% Nook 5%
iPad 52% Sony Touch 7%

AND AFTER THEY READ THE BOOK, THEY SEE THE MOVIE: **1,484,000** **3,832,000**
DVDs Bought Last Year DVDs Rented Last Year