

Beachcombing Magazine Audience

We cater to a targeted niche audience of sea and beach glassers, shellers, rock hounds, fossil hunters, collectors, and beach lovers.

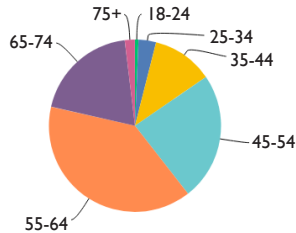
Gender and Age

Our audience is 97% female, mostly 45-65 years old.

What is your gender?



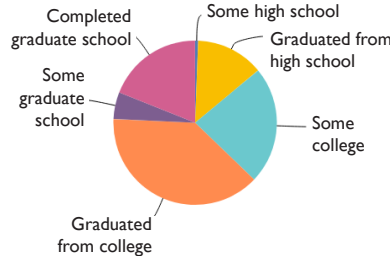
What is your age?



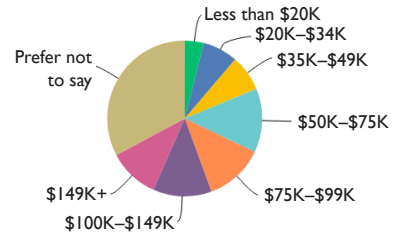
Education and Income

Most have college degrees and income over \$50,000.

What is your highest level of education?



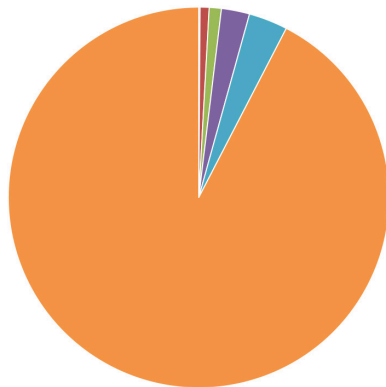
What is your household income?



Location

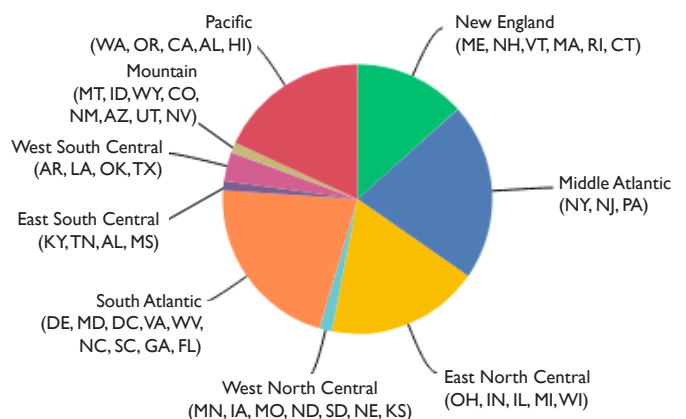
87% are from the United States, mostly living on the coasts and along the Great Lakes.

Where do you live?



■ Asia ■ Australia/New Zealand ■ Europe ■ UK ■ Canada ■ USA

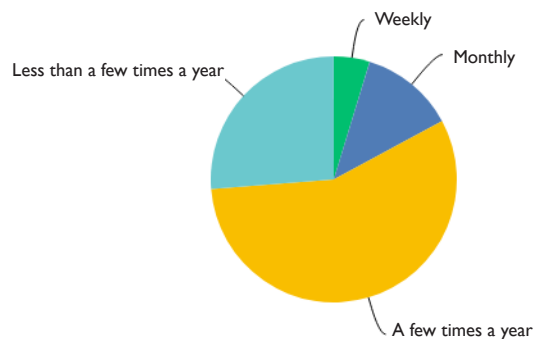
If you live in the U.S. in which region do you live?



Pleasure Travel

The majority travel at least a few times a year.

How often do you travel for pleasure?



Print and Digital Reach

We have an active and growing online community.

- 📄 5,000 print magazine subscribers
- 🌐 1,500,000 web page views per year
- 👤 750,000 web visitors per year
- ✉️ 12,000 email subscribers
- 📷 30,000 Instagram followers
- 📘 15,000 Facebook followers
- 📺 5,000 YouTube subscribers



BEACH COMBING

Data source: Beachcombing Reader Survey, 2019-2023
Visit bit.ly/beachads or www.beachcombing.com

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