



Power Elite

The wealthiest households in the US, living in the most exclusive neighborhoods.



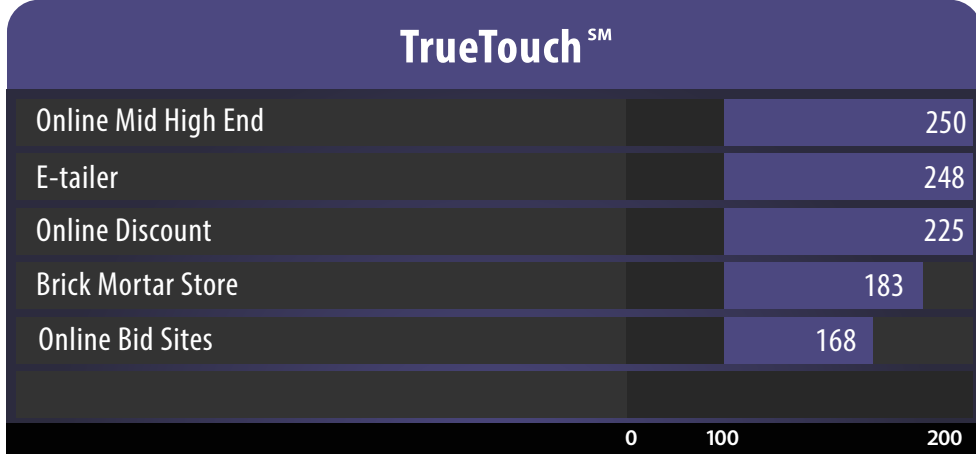
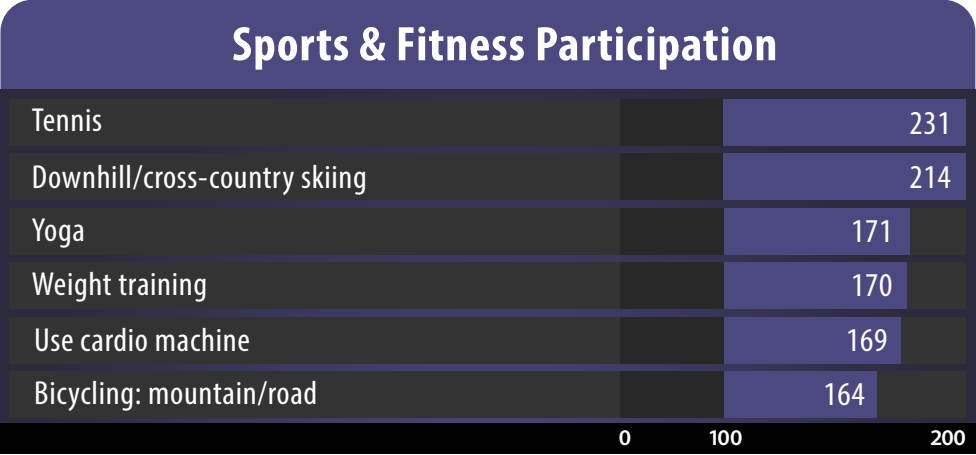
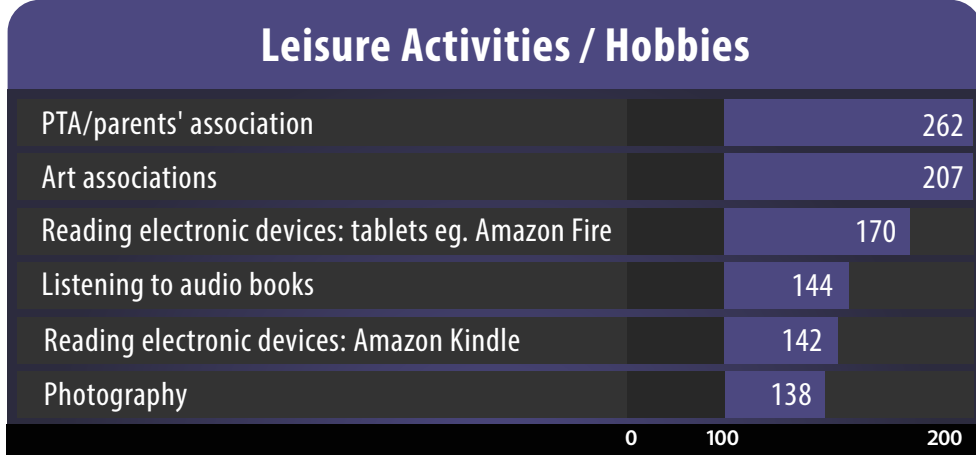
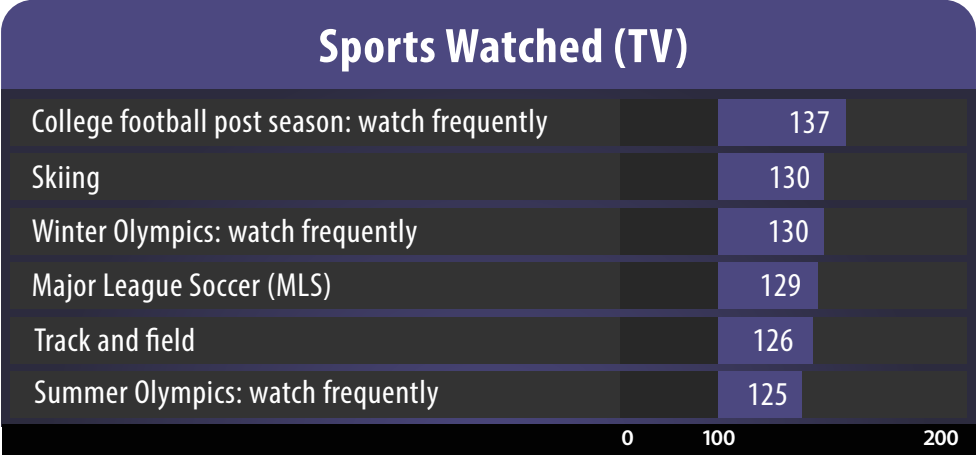
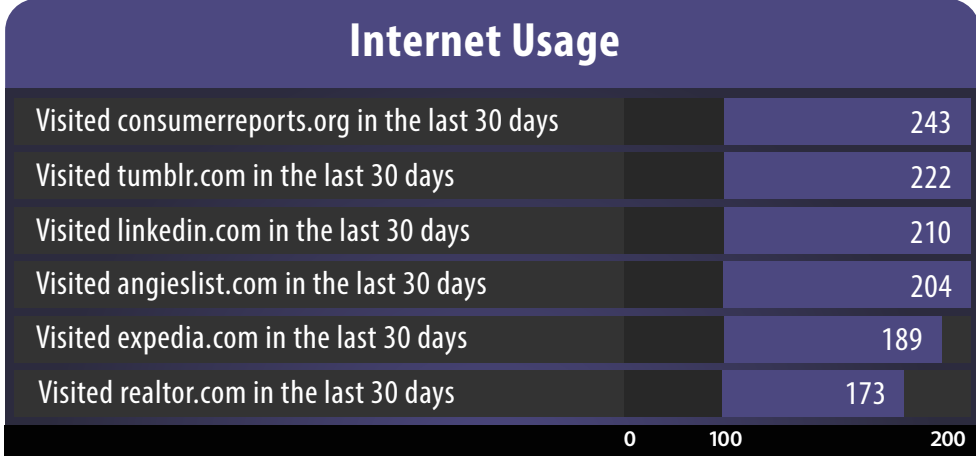
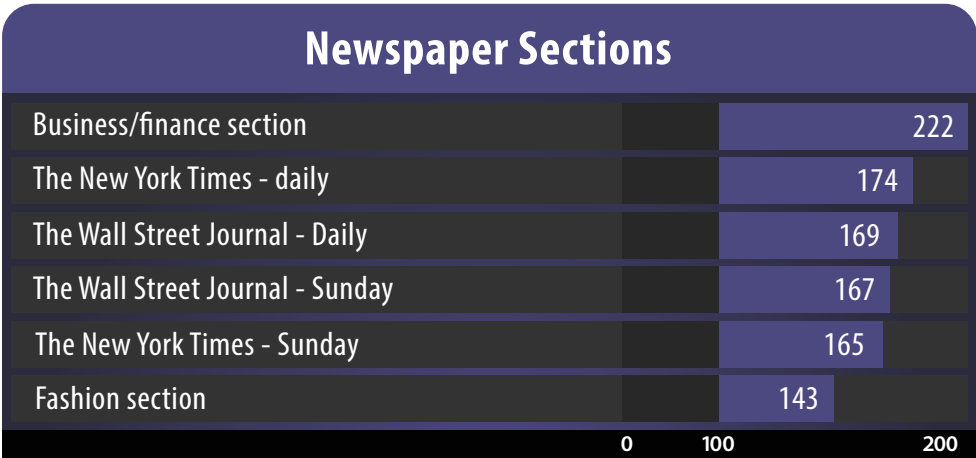
- America's wealthiest households
- Advanced educations and lucrative careers
- Enjoy lives of luxury
- Own property in the most sought-after addresses
- Jobs in business, law, science and technology
- The most marketable consumer segment in America
- Traditional Media: business, entertainment and travel
- Not receptive to email, mobile video, and online video
- Highest annual discretionary spends of all US consumers
- Resonate with what's on the horizon



Household Income
\$250,000+

Head of Household Age
36-45

Household Size
4 Persons



Newspaper **Home Value \$750,000+**
 Republican Party **Tennis** **Looking for new vehicle**
529 college savings plans **Graduate Degree**
Most marketable consumer segment in America

