

Meet Our Readers

TOTAL IMPRESSIONS

60,000+
MONTHLY IMPRESSIONS

“It shows a different side of South Dakota, the kind that young professionals are interested in, but it doesn't ignore the small-town heritage of the state. It doesn't try to pretend we're something we're not.”

AFFLUENCE

HOUSEHOLD INCOME

\$117K

68% OWN THEIR OWN HOME, AND 76% HAVE MADE OR PLAN TO MAKE HOME RENOVATIONS.

READERS' AGE



“

I enjoy 605 Magazine, as it's a staple. Whenever you want to discover, explore, or check what's going on around you, you can always rely on the 605 company.”

73%

OF READERS AND FOLLOWERS SAY THEY HAVE **MADE A PURCHASE** OR **ATTENDED AN EVENT** FROM SEEING IT THROUGH 605.

GENDER



65% HAVE KIDS

62%

OF READERS KEEP THEIR COPY OF 605 MAGAZINE FOR **OVER A MONTH OR MORE.**