

LA CUCINA ITALIANA

since 1929 Italy's premier food and style magazine

Our Readers

Total Audience: Over 300,000 per issue

Male: 35.3% **Female:** 64.7%

Median Age: 54

Median HHI: \$117,400

83% save each entire issue

21% have remodeled their home in the previous year

63% bought a small appliance in the previous year

43% bought a large appliance in the previous year

79.9% responsible for purchasing household wine

95% drink wine

69% took a foreign trip in the previous 3 years

26% took a cruise in the previous 3 years

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