



## CONNECTING CULTURES

No Politics.  
No Religion.  
Just Lifestyle.

LIFESTYLE

TRAVEL

FASHION

HEALTH

BEAUTY

CUISINE

SPORTS

ALO HAYATI offers advertisers a unique opportunity to reach the fastest growing demographic segment in the world, embracing a strong mix of Caucasians and Hispanics while delivering a successful reader who embodies lifestyle living.

### Latest Technology

72% of ALO HAYATI readers surveyed use the internet as their news source while 83% use periodicals for their "mind shaping" reading. 78% download information, software or music from the internet.

### Beauty

85% use fragrances at least once a week (U.S. avg. is 25%). More than 40% of the ALO HAYATI readers surveyed spend over \$300 annually on grooming products (U.S. avg. is \$91).

### Cars

56% of ALO HAYATI readers are either Enthusiasts or Purists; "cars are much more than basic transportation".

### Fashion

82% of ALO HAYATI readers purchase clothing and accessories based on brand reputation and awareness. 64% of readers' wardrobes are made up of designer clothing.

### Interests

The ALO HAYATI reader works an average of 55 hours per week, but devotes ample time to recreation and travel.

Household Income	
Median HHI	\$303,870
Over 100k	79%
Over 1 Million	16%

Readership by Ethnicity	
Middle Eastern	59.2%
Caucasian	24.1%
Hispanic	8.7%

Readership by Gender & Age	
Female	58%
Male	42%
Median Age	31.3 years
Age 18-34	43.2%
Age 25-49	74.3%

Reader Interests	
Education	89%
Sports/Fitness	82%
Travel	73%
Music/Entertainment	67%
Fashion/Shopping	65%
Cuisine	58%
Home	43%

Top 10 States by Middle Eastern Population	Census Count
California	985,000
Michigan	720,000
New York	655,000
Florida	495,000
New Jersey	490,000
Illinois	470,000
Texas	460,000
Ohio	445,000
Massachusetts	395,000
Pennsylvania	380,000

Middle Easterners constitute an ethnicity made up of several waves of immigrants from the countries of southwestern Asia and North Africa that have been settling in the United States since the 1880s. Their heritage reflects a culture that is thousands of years old and includes a diverse number of countries such as Algeria, Armenia, Bahrain, Canada, Cyprus, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, Turkey, United Arab Emirates, and Yemen. At least seven million Americans are of Middle Eastern descent, living in all 50 states. Two-thirds of this number reside in 10 states; one third of the total live in California, New York, and Michigan. ■