

Average Compensation by:

	TOTAL COMPENSATION	BASE SALARY
Gender		
Male	\$123,000	\$82,000
Female	\$111,000	\$81,000
Age		
Under 40	\$101,000	\$67,000
40 or older	\$123,000	\$86,000
Education		
Graduated college	\$124,000	\$86,000
Postgrad degree	\$126,000	\$84,000
In New York City Area		
Yes	\$158,000	\$103,000
No	\$110,000	\$78,000
Geographic Distribution		
Northeast	\$137,000	\$91,000
Midwest	\$115,000	\$78,000
South	\$110,000	\$81,000
West	\$105,000	\$74,000
Years in Publishing Industry		
10 years or fewer	\$82,000	\$58,000
10-19 years	\$139,000	\$87,000
20 years or more	\$122,000	\$89,000
Years in Publishing-Related Sales		
10 years or fewer	\$87,000	\$60,000
10-19 years	\$129,000	\$81,000
20 years or more	\$127,000	\$94,000
Years at Present Company		
5 years or fewer	\$94,000	\$72,000
5-9 years	\$122,000	\$83,000
10 years or more	\$123,000	\$79,000
Years in Current Position		
3 years or fewer	\$99,000	\$71,000
3-9 years	\$126,000	\$89,000
10 years or more	\$113,000	\$69,000
Number of Publications Worked On		
1 magazine	\$108,000	\$81,000
2 magazines or more	\$123,000	\$83,000
Number of Employees Supervised		
None	\$92,000	\$78,000
1-4 employees	\$103,000	\$65,000
5 employees or more	\$143,000	\$99,000
Company Revenue		
Less than \$10 million	\$93,000	\$70,000
\$10 million or more	\$139,000	\$89,000
Revenue of Respondent's Publications		
Less than \$3 million	\$93,000	\$71,000
\$3 million or more	\$148,000	\$91,000
Paid/Controlled Publications		
Paid only	\$129,000	\$98,000
Controlled only	\$125,000	\$80,000
Mix of both	\$108,000	\$75,000

Source: Folio: and Readex Research