



MENSA[®] | BULLETIN

INCOME

\$100,000+

reported by 31% of
Mensa members

INTELLIGENCE

TOP 2%

Only those who score in the top 2%
on an accepted intelligence test
qualify for Mensa.

HIGHLY EDUCATED

82%

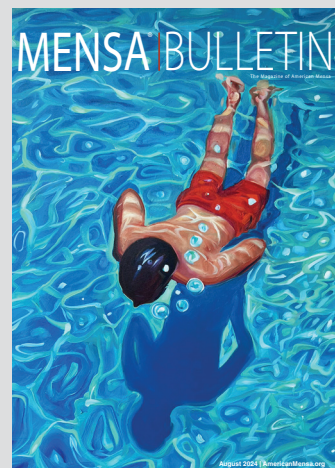
of Mensa members
have a 4-year degree or more

ABOUT US

For more than 50 years, no other name or brand has been more associated with high intelligence than Mensa. All Mensa members share one thing in common: high intelligence. To qualify for Mensa, they scored in the top 2 percent of the general population on an accepted standardized intelligence test.

American Mensa's membership is diverse, ranging in age from 2 to 102. They include engineers, homemakers, teachers, actors, athletes, students, CEOs and people from virtually all walks of life. Besides representing some of the country's most brilliant minds, Mensans boast several other common traits that could be applicable to your marketing objectives. They are:

- Influencers
- Intensely curious
- Lifelong learners
- Ambitious
- Willing to invest in themselves
- Insatiable
- Driven
- Entrepreneurial
- Inventive
- Thought leaders



Mensa members are a highly intelligent,
highly educated audience with expendable income.



MENSA BULLETIN ADVERTISING

Published 10x annually, the *Mensa Bulletin* is the flagship publication of American Mensa, delivered to every member. Time and again, Mensans have indicated in surveys that the *Mensa Bulletin* is the number one benefit of being in the organization.

The *Mensa Bulletin* delivers intelligent, unduplicated content, provided largely by members themselves. It's as much a source of sophisticated features, news and views as it is a forum for intellectual discussion for members. Readers voraciously consume the publication cover to cover.

The *Mensa Bulletin* is offered in both print and digital versions – featuring the same advertisements and content – assuring dedicated readership from Mensans regardless of their preferred media platform.

For more advertising information, contact
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1315 Brookside Dr., Hurst, TX 76053-3952

 7" x 9.88" covers 2,3, and full page	 8.25" x 11.15" covers 2,3, and full page with bleed	 7" x 9.88" back cover																								
 8.25" x 9" back cover with bleed	 3.38" x 9.88" 7" x 4.81" Half page	 3.38" x 4.81" 7" x 2.29" Quarter page																								
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American Mensa members receive a 30% discount on display ads.