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Audience

Salon readers are affluent, well-educated and highly influential



7.6mm

Monthly Uniques



60



40



\$92,000

Household Income



76%

College Educated



36

Median Age



SALON

Audience



Index 200

Executive C-Level Job Title



Index 280

Likely to purchase a large luxury vehicle in the next 6 months



Index 182

Portfolio: \$1 Million+



Index 219

Internet Spending last 6 months



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Why Dylan won't win the Nobel

STUDIO. Odds are a changin', but that's a publicity stunt, not reality. Why Dylan doesn't stand a chance.

JOSEPH BLOW

the thrill

SATURDAY, NOV. 5, 2011 12:05 PM EDT

Changing the odds

BY HOPE SOLO



WHAT ARE YOU MADE OF?

THE THRILL IS AN EXCITING NEW SALON SERIES. IT INVOLVES PEOPLE RECOUNTING, IN MINUTE DETAIL, AN EXHILARATING EXPERIENCE LIKE WINNING AN OSCAR, WINNING AN OLYMPIC GOLD MEDAL, OR GETTING ELECTED TO CONGRESS, DELIVERING A WINNING JOKE ON LETTERMAN, OR EVEN SURVIVING A PLANE CRASH. THEY ARE PEOPLE WE ADMIRE - PEOPLE WE WANT, MOMENTARILY, TO LIVE VICARIOUSLY THROUGH.

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THE LATEST

@SteveKornacki
Steve Kornacki
I'll be talking about Romney/abortion and the '12 race around 8:30 tonight on "Countdown" on Current TV

@joanwalsh
Joan Walsh
Heading to Hardball to talk about Hillary Clinton media worship week (I think it's overkill)

@ggreenwald
Glenn Greenwald
I just learned from the new New Yorker profile of Jill Abramson that Bill Keller's father was CEO of Chevron

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LIFE

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