

Audience Research & Validation

Maryvelle is a newly established international print magazine.

Before finalising the editorial direction and distribution model of both Maryvelle Business and Maryvelle Private, structured pre-publication audience research was conducted to define projected readership demographics and economic positioning.

Our audience profile is research-defined – not assumed.

Research Methodology

Audience validation was conducted through:

- Structured one-to-one interviews with business leaders, investors, tech founders, developers, and medical professionals
- Controlled digital surveys distributed within curated international networks
- Professional background and sector analysis
- Spending behaviour and interest segmentation mapping

This research was conducted among 3420+ verified respondents across USA, Europe and the Gulf countries.

Geographic Distribution

- 45% – North America
- 37% – Western Europe
- 18% – Asia & GCC

Maryvelle Business

Professional Composition

- 64% – Business owners, founders, and C-level executives
- 21% – Investors and capital allocators
- 10% – Senior professionals in finance, real estate, and tech
- 5% – Strategic advisors and board-level consultants

Net Worth Distribution

Over 66% of surveyed respondents hold \$2M+ in net assets, including a significant Ultra High Net Worth segment.

Maryvelle Private

Professional & Lifestyle Composition

- 38% – Business owners and executives with active longevity interest
- 22% – Investors and asset holders
- 24% – Medical professionals and clinic owners
- 16% – High-income professionals focused on anti-aging science

Spending Orientation

- 61% – Advanced medical and longevity treatments
- 54% – Aesthetic and wellness services
- 47% – Preventive and performance optimization programs
- 39% – Premium travel and lifestyle services

Percentages reflect respondents selecting multiple spending categories.

MARYVELLE MAGAZINE

Maryvelle's audience positioning is built on:

- Survey data
- Verified professional network analysis
- Structured interviews
- Spending and interest segmentation



Distribution Alignment

Research findings directly shaped:

- Editorial pillars
- Advertising categories
- Tone and depth of content
- Strategic placement environments

Maryvelle's controlled distribution model aligns physical placement with the validated professional and economic profile of the projected readership.

Research Confidentiality & Anonymity

All surveys and interviews conducted as part of Maryvelle's audience validation process were performed on a confidential and anonymous basis.

Respondents participated voluntarily, with professional and financial information collected in aggregated form only.

Individual identities are not disclosed publicly in order to protect privacy and maintain discretion — particularly given the high-net-worth and executive profile of many participants.

All published data reflects aggregated results and statistical analysis derived from the research sample.

