

BHG.COM

DEMOGRAPHIC % COMP

Women	70%
Adults w/ Kids <18	37%
Women w/ Kids <18	26%

AGE % COMP

Adults 18-49	42%
Adults 25-54	48%
Adults 35-54	36%
Women 18-49	29%
Women 25-54	34%
Women 35-54	26%
Adults Median Age	51

HOUSEHOLD % COMP

Adults Median HHI	\$86,947
Homeowner	69%

Source: MRI comScore Multiplatform Fusion, December 2016

AVERAGE MONTHLY TRAFFIC

Total Digital unique views	9,927,000
Total Views	45 million
Average mins per visit	1.9
Percent Desktop/mobile	54%/46%

Traffic: comScore Multiplatform, December 2016
Demo: comScore, January-June 2017

**Better Homes
& Gardens®**

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For more information, please contact your *BH&G* Account Manager or Andrew Meyerson, Associate Publisher, at 212-522-6542.