

# NATIONAL SELECT

## Adult Readers

DEMOGRAPHIC	(000)	% COMP
Adults	26,483	100%
Women	21,241	80%
Men	5,242	20%

AGE	(000)	% COMP
18-34	5,235	20%
18-49	12,339	47%
25-49	10,781	41%
25-54	13,467	51%
50+	14,144	53%
Median Age	51.4	

HOUSEHOLD	(000)	% COMP
\$50,000+	17,303	65%
\$75,000+	12,489	47%
\$100,000+	9,087	34%
Median HH Income	\$70,758	

MARITAL STATUS	(000)	% COMP
Married	15,848	60%

HOME OWNERSHIP	(000)	% COMP
Own Home	19,286	73%
Median Home Value	\$255,871	

EDUCATION/EMPLOYMENT	(000)	% COMP
Att/Grad College	16,586	63%
Graduated College	8,062	30%
Employed	14,317	54%

CHILDREN	(000)	% COMP
Parent	8,329	32%
Families (Married & Parent)	6,275	24%
Any Child Under 18	10,180	38%

2018 RATES	
P4C Gross Open:	\$465,100
PBW Gross Open	\$385,300

Source: MRI Spring 2017, Base: Adults

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or Andrew Meyerson, Associate Publisher, at 212-522-6542.



# NATIONAL SELECT

## *Women Readers*

DEMOGRAPHIC	(000)	% COMP
Women	21,241	100%

AGE	(000)	% COMP
18-34	3,982	19%
18-49	9,698	46%
25-49	8,552	40%
25-54	10,769	51%
50+	11,543	54%
Median Age	52	

HOUSEHOLD	(000)	% COMP
\$50,000+	13,530	64%
\$75,000+	9,733	46%
\$100,000+	6,973	33%
Median HH Income	\$68,742	

MARITAL STATUS	(000)	% COMP
Married	12,498	59%

HOME OWNERSHIP	(000)	% COMP
Own Home	15,274	72%
Median Home Value	\$253,910	

EDUCATION/EMPLOYMENT	(000)	% COMP
Att/Grad College	13,421	63%
Graduated College	6,518	31%
Employed	11,093	52%

CHILDREN	(000)	% COMP
Parent	6,791	32%
Families (Married & Parent)	4,971	23%
Any Child Under 18	8,254	39%

2018 RATES	
P4C Gross Open:	\$465,100
PBW Gross Open	\$385,300

Source: MRI Spring 2017, Base: Women

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# NATIONAL SELECT

National Select is an edition of *Better Homes & Gardens* that is delivered to five million of the magazine's subscribers. Its readers reflect the *BH&G* full-run audience demographically and geographically. It covers all 50 states and includes the top 30 markets.

This edition provides advertisers with a lower out-of-pocket option to reach consumers across the country.

## AUDIENCE MIRRORS FULL-RUN AT A LOWER COST TO ADVERTISERS

	<b>BH&amp;G NATIONAL SELECT AUDIENCE (000)</b>	<b>% COMP</b>	<b>BH&amp;G AUDIENCE (000)</b>	<b>% COMP</b>
Adults	26,483	100%	37,864	100%
Women	21,241	80%	30,395	80%
Median Age	52		52	
Median HHI	\$70,758		\$67,489	
Own Home	19,286	73%	27,854	74%
Median Home Value	\$255,871		\$225,250	
Influentials*	2,229	8%	2,957	8%
Employed	14,317	57%	21,013	56%
Children in HH	10,180	38%	14,037	37%

\*Participated in 3+ public activities in the past 12 months

## REACH MORE CONSUMERS ACROSS THE U.S. IN *BH&G* NATIONAL SELECT THAN NATIONAL EDITIONS OF COMPETITORS

	<b>RATEBASE (000)</b>	<b>AUDIENCE (000)</b>
<b><i>BH&amp;G</i> National Select</b>	<b>5,000</b>	<b>26,486</b>
Good Housekeeping	4,300	19,869
Woman's Day	3,250	15,990
O, The Oprah Magazine	2,350	9,635
Redbook	2,200	5,443
Real Simple	1,975	7,245

Sources: MRI Spring 2017, Base: Adults  
Ratebase effective January 2017

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# NATIONAL SELECT CONTINUED

**READERS WITH THE POWER TO MOVE MORE PRODUCT AT RETAIL  
THAN NATIONAL COMPETITIVE TITLES**

BILLIONS OF DOLLARS SPENT IN LAST 12 MONTHS	HOME IMPROVEMENT/ REMODELING	HH FURNISHINGS	CLOTHING
<b>BHG National Select</b>	<b>\$21.1</b>	<b>\$7.4</b>	<b>\$11.9</b>
Good Housekeeping	\$16.3	\$4.8	\$9.0
Woman's Day	\$10.8	\$3.5	\$6.5
Real Simple	\$6.9	\$2.5	\$4.8
O, The Oprah Magazine	\$5.8	\$2.5	\$4.8
Redbook	\$3.3	\$1.3	\$2.8

BILLIONS OF DOLLARS SPENT IN LAST 12 MONTHS	HEALTH & BEAUTY AIDS	CONSUMER ELECTRONICS	VACATIONS*
<b>BH&amp;G National Select</b>	<b>\$3.6</b>	<b>\$21.3</b>	<b>\$31.5</b>
Good Housekeeping	\$2.8	\$13.6	\$22.4
Woman's Day	\$2.3	\$10.7	\$16.3
O, The Oprah Magazine	\$1.3	\$8.0	\$11.4
Real Simple	\$1.3	\$6.7	\$14.5
Redbook	\$832K	\$3.7	\$16.1

\*Vacations include domestic and foreign travel  
Source: MRI Spring 2016, Base: Adults

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