

BETTER LIVING

Better Living is a section within *Better Homes & Gardens* that has exclusive, highly relevant lifestyle editorial that feeds readers' passions for home and living well. Better Living is delivered to two million upper income, high home value *BH&G* subscribers

BH&G BETTER LIVING REACHES HIGH INCOME PROSPECTS

	BH&G BETTER LIVING AUDIENCE (000)	% COMP	BH&G AUDIENCE (000)	% COMP
Adults	9,879	100%	33,016	100%
Women	8,127	82%	26,886	81%
Median Age	55 Years		54 Years	
Median HHI	\$88,939		\$69,088	
Own Home	7,135	72%	24,414	74%
Median Home Value	\$356,895		\$230,227	
Influentials*	690	7%	2,957	8%
Employed	5,610	57%	17,959	54%
Children in HH	3,759	38%	12,994	39%

Sources: MRI Spring 2018 Base: Adults

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

MARKETS

ARIZONA
CALIFORNIA
COLORADO
CONNECTICUT
DELAWARE
FLORIDA
GEORGIA
HAWAII
ILLINOIS
INDIANA
KANSAS
MARYLAND
MASSACHUSETTS
MICHIGAN
MINNESOTA
NEVADA
NEW HAMPSHIRE
NEW JERSEY
NEW MEXICO
NEW YORK
NORTH CAROLINA
PHILADELPHIA
TEXAS
UTAH
WASHINGTON
WASHINGTON D.C.
WISCONSIN

AFFLUENT READERS WITH THE POWER TO MOVE PRODUCT AT RETAIL BILLIONS OF DOLLARS SPENT IN THE LAST 12 MONTHS

	CONSUMER ELECTRONICS	RANK	HOME IMPROVEMENT REMODELING	RANK	BIG/LOW TICKET HOME FURNISHING	RANK
BH&G Better Living	\$8.3	1	\$8.0	1	\$2.5	2
O, The Oprah Magazine	\$7.9	2	\$7.5	2	\$2.6	1
Real Simple	\$7.4	3	\$6.6	3	\$2.5	3
Food & Wine	\$6.0	4	\$6.4	4	\$1.6	5
Bon Appetit	\$5.9	5	\$5.9	6	\$1.8	4
GH Your Good House	\$5.2	6	\$6.2	5	\$1.6	6
House Beautiful	\$3.9	7	\$4.5	7	\$1.3	7
Architectural Digest	\$3.4	8	\$3.5	8	\$1.1	8
Elle Decor	\$1.2	9	\$1.5	9	\$528MM	9
Veranda	\$855MM	10	\$1.1	10	\$337MM	10

Sources: MRI Spring 2018, Base: Adults

*Subject to change

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

BETTER LIVING CONTINUED

BH&G BETTER LIVING IS INFLUENTIAL IN ALL LIFESTYLE PURCHASES BILLIONS OF DOLLARS SPENT IN THE LAST 12 MONTHS

	CLOTHING	RANK	HEALTH AND BEAUTY AIDS	RANK	CREDIT CARD AVG. MONTHLY EXPENSES	RANK
O, The Oprah Magazine	\$5.0	1	\$1.3	1	\$6.8	2
BH&G Better Living	\$4.7	2	\$1.2	2	\$7.0	1
Real Simple	\$4.7	3	\$1.2	3	\$6.7	3
Food & Wine	\$3.4	4	\$828MM	6	\$5.0	4
Bon Appetit	\$3.3	5	\$871MM	5	\$4.4	5
GH Your Good House	\$3.0	6	\$961MM	4	\$4.3	6
House Beautiful	\$2.5	7	\$655MM	7	\$3.3	7
Architectural Digest	\$1.8	8	\$408M	8	\$2.7	8
Elle Decor	\$908MM	9	\$294M	9	\$1.2	9
Veranda	\$740MM	10	\$216MM	10	\$1.1	10

BIG SPENDERS IN AUTO AND TRAVEL

BILLIONS OF DOLLARS SPENT IN THE LAST 12 MONTHS

	VEHICLES	RANK	VACATIONS DOMESTIC/IMPORT	RANK
O, The Oprah Magazine	\$40.3	1	\$12.1	3
BH&G Better Living	\$39.7	2	\$13.5	1
Real Simple	\$38.4	3	\$12.5	2
Food & Wine	\$33.6	4	\$10.2	4
GH Your Good House	\$29.4	5	\$8.7	5
Bon Appetit	\$28.1	6	\$8.6	6
House Beautiful	\$19.7	7	\$6.1	8
Architectural Digest	\$11.1	8	\$6.8	7
Veranda	\$4.8	9	\$2.3	10
Elle Decor	\$4.8	10	\$2.8	9

2019 RATES

P4C
GROSS OPEN:
\$232,700

PBW
GROSS OPEN:
\$192,800

Sources: MRI Spring 2018, Base: Adults

*Subject to change/cancel

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