

Better Homes  
& Gardens

*regional*  
MARKETING  
AREAS

62 TOP MARKETS

**NEW ENGLAND**

Maine	35,100
New Hampshire	32,100
Vermont	14,400
Massachusetts	122,200
Rhode Island	23,200
Connecticut	81,300
<b>TOTAL</b>	<b>308,300</b>

**MID ATLANTIC**

New York State	265,000
New Jersey	144,100
Pennsylvania	292,700
Delaware	26,400
Maryland	84,200
D.C. (+S.C. 206-209, 220-227)	118,100
<b>TOTAL</b>	<b>930,500</b>

**EAST NORTH CENTRAL**

Ohio (+S.C. 410,470)	293,200
Indiana (-S.C. 463,464,470,471)	150,700
Illinois (+S.C. 463,464, -S.C. 612,620,622)	208,500
Michigan (-S.C. 498,499)	239,800
Wisconsin (-S.C. 540, +498, 499)	141,000
<b>TOTAL</b>	<b>1,033,200</b>

**WEST NORTH CENTRAL**

Minnesota (+S.C. 540)	111,700
Iowa (+S.C. 612, -515, 516)	71,800
Missouri (+S.C. 620,622;-640,641,644-647,653)	121,900
North Dakota/South Dakota	38,800
Nebraska (+S.C. 515,516)	51,200
Kansas (+S.C. 640,641,644-647,653)	100,800
<b>TOTAL</b>	<b>496,200</b>

**SOUTH ATLANTIC**

Virginia/West Virginia (-S.C.220-227)	185,900
North Carolina	279,500
South Carolina	132,000
Georgia	246,500
Florida	374,400
<b>TOTAL</b>	<b>1,218,300</b>

\*S.C. - Sectional centers as defined by the U.S. postal service. \*\*U.S. total does not include Canada, foreign circulation, or digital.



For more information, please contact your BH&G Account Manager or Stephen Bohlinger, Senior Vice President/Publisher, at [stephen.bohlinger@meredith.com](mailto:stephen.bohlinger@meredith.com).

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**EAST SOUTH CENTRAL**

Kentucky (+S.C. 471, -S.C. 410)	120,400
Tennessee (+S.C. 386,723,724)	226,000
Alabama	140,600
Mississippi (-S.C. 386)	68,600
<b>TOTAL</b>	<b>555,600</b>

**WEST SOUTH CENTRAL**

Arkansas (-S.C. 723,724)	73,900
Louisiana	101,600
Oklahoma	100,100
Texas	564,700
<b>TOTAL</b>	<b>840,300</b>

**MOUNTAIN**

Montana/Wyoming	38,500
Idaho	34,900
Colorado	102,700
New Mexico	42,600
Arizona	127,500
Utah	55,500
Nevada	54,500
<b>TOTAL</b>	<b>456,200</b>

**PACIFIC**

Alaska	11,100
Washington (-S.C. 986)	131,000
Oregon (+S.C. 986)	96,700
California	see below breakout
N. California	242,696
S. California	372,900
Hawaii	20,300
<b>TOTAL</b>	<b>874,696</b>

**U.S. TOTAL**

**6,713,296**

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