



Better Homes
& Gardens

BHG.COM



DEMOGRAPHIC

% COMP

Women	80%
Men	20%

AGE

% COMP

Adults 18-49	35%
Adults 25-54	45%
Adults 35-54	31%
Women 18-49	27%
Women 25-54	35%
Women 35-54	25%
Adults Median Age	56

HOUSEHOLD

% COMP

HH Income \$75K+	32%
------------------	-----

AVERAGE MONTHLY TRAFFIC

Total Digital Unique Views	7.9MM
Total Views	28.9MM
Average Mins Per Visit	3
Pages Per Visit	3.7

Demo and Traffic Source: comScore, September 2020



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