



Better Homes
& Gardens

national SELECT

ADULT READERS



National Select is an edition of *Better Homes & Gardens* that is delivered to 5 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.

2021 RATES

P4CB Gross Open:
\$520,700

PBW Gross Open:
\$431,400

DEMOGRAPHIC	(000)	% COMP
Adults	20,740	100%
Women	16,585	80%
Men	4,155	20%

AGE	(000)	% COMP
18-34	4,041	20%
18-49	8,514	41%
25-49	7,142	34%
25-54	9,016	44%
50+	12,226	59%
Median Age	54.95	

HOUSEHOLD INCOME	(000)	% COMP
\$50,000+	13,837	67%
\$75,000+	10,068	49%
\$100,000+	7,403	36%
Median HH Income	\$72,934	

MARITAL STATUS/CHILDREN	(000)	% COMP
Married	12,007	58%
Parent	5,769	28%
Families (Married & Parent)	4,019	19%

HOME OWNERSHIP	(000)	% COMP
Own Home	14,817	71%
Median Home Value	\$271,902	

EDUCATION/EMPLOYMENT	(000)	% COMP
Att/Grad College +	13,338	64%
Employed	11,061	53%

*MRI Doublebase 2020, Base: Adults



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