



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
Women	16,585	100%
AGE	(000)	% COMP
18-34	3,056	18%
18-49	6,608	40%
25-49	5,608	34%
25-54	7,151	43%
50+	9,978	60%
Median Age	55.38	
HOUSEHOLD INCOME	(000)	% COMP
\$50,000+	10,389	65%
\$75,000+	7,906	48%
\$100,000+	5,766	35%
Median HH Income	\$71,625	
MARITAL STATUS/CHILDREN	(000)	% COMP
Married	9,403	57%
Parent	4,637	28%
Families (Married & Parent)	3,061	19%
HOME OWNERSHIP	(000)	% COMP
Own Home	11,888	72%
Median Home Value	\$271,159	
EDUCATION/EMPLOYMENT	(000)	% COMP
Att/Grad College +	10,621	64%
Employed	8,593	52%

*MRI Doublebase 2020, Base: Women