

Better Homes  
& Gardens

# women READERS



DEMOGRAPHIC	(000)	% COMP
Women	24,641	100%
Adult Readers Per Copy	3.75	
AGE	(000)	% COMP
18-34	4,813	20%
18-49	10,067	41%
25-49	8,437	34%
25-54	10,748	44%
50+	14,573	59%
Median Age	54	
HOUSEHOLD INCOME	(000)	% COMP
\$50,000+	15,695	64%
\$75,000+	11,198	45%
\$100,000+	7,949	32%
Median HH Income	68,409	
MARITAL STATUS	(000)	% COMP
Married	13,887	56%
HOME OWNERSHIP	(000)	% COMP
Own Home	17,749	72%
Median Home Value	246,338	
EDUCATION/EMPLOYMENT	(000)	% COMP
Att/Grad College	15,737	64%
Graduated College	7,703	31%
Employed	12,957	53%
CHILDREN	(000)	% COMP
Parent	7,139	29%
Families (Married & Parent)	4,766	19%
Any Child Under 18	8,732	35%

Source: MRI Doublebase 2020, Base: Adults



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).