



Better Homes
& Gardens

BHG.COM

DEMOGRAPHIC	% COMP
Women	81%
Men	19%

AGE	% COMP
Adults 18-49	40%
Adults 25-54	45%
Adults 35-54	33%
Women 18-49	30%
Women 25-54	33%
Women 35-54	24%
Adults Median Age	55.57

HOUSEHOLD	% COMP
HH Income \$75K+	56%

AVERAGE MONTHLY TRAFFIC	
Total Digital Unique Views	10MM
Total Views	71MM
Average Mins Per Visit	31

Demo and Traffic Source: comScore, November 2021

