

Better Homes and Gardens

EDITORIAL MISSION

In a world of endless images and infinite choices, we sharpen her vision of the life she wants to live. *Better Homes and Gardens* stimulates creativity, delivers know-how, and surprises her with fresh ideas she can make her own. We power her passion to live a more colorful life.

BUYING POWER

- Spent nearly \$10 billion on direct purchases in the last year
- 54% took action as the result of reading an ad

RATE BASE: 7.6MM	AUDIENCE: 37.6MM	MEDIAN AGE: 51
FREQUENCY: 12X	MEDIAN HHI: \$66K	OWN HOME: 73%

FamilyCircle

EDITORIAL MISSION

Family Circle understands that women need to be up to date in order to navigate the most meaningful part of their lives—family. As her trusted curator, we offer candid advice and fresh ideas for everything from what to make for dinner to what keeps her up at night. There's a lot going on in her circle. We help her enjoy the ride and get to the good stuff.

BUYING POWER

- Spent nearly \$4 billion on direct purchases in the last year
- 54% took action as the result of reading an ad

RATE BASE: 4MM	AUDIENCE: 15.7MM	MEDIAN AGE: 57
FREQUENCY: 12X	MEDIAN HHI: \$59K	OWN HOME: 74%

SHAPE

EDITORIAL MISSION

Exercise your right to be beautiful. *SHAPE* inspires women to live in the fit mindset: healthy living is more than an endgame; it's a source of personal joy and lasting reward.

BUYING POWER

- Spent over \$3 billion on direct purchases in the last year
- 60% took action as the result of reading an ad

RATE BASE: 2.5MM	AUDIENCE: 11.2MM	MEDIAN AGE: 41
FREQUENCY: 10X	MEDIAN HHI: \$74K	OWN HOME: 60%

Living

EDITORIAL MISSION

Every day, there is a good thing to learn at *Martha Stewart Living*—from expert advice to original ideas that take her to new heights and have real impact. As curiosity strikes, we unleash her imagination by introducing the new and the now for living a more beautiful life. She is motivated to express herself and make her mark!

BUYING POWER

- Spent over \$2 billion on direct purchases in the last year
- 57% took action as the result of reading an ad

RATE BASE: 2.05MM	AUDIENCE: 9.1MM	MEDIAN AGE: 51
FREQUENCY: 10X	MEDIAN HHI: \$76K	OWN HOME: 71%

weddings

EDITORIAL MISSION

Martha Stewart Weddings has been helping couples plan and personalize their celebrations for more than 20 years. Our content is as inspiring and emotionally resonant as it is useful and informative. We consistently deliver highly curated and comprehensive market coverage, spanning the very best of fashion, jewelry, beauty, cakes, flowers, stationery, registry, and travel. We're with our couples every step of the way—from the proposal to the honeymoon and beyond—wherever and whenever they need us.

BUYING POWER

- An estimated \$70 billion bridal industry (annual spend)

RATE BASE: 200K	AUDIENCE: 5MM	MEDIAN AGE: 31
FREQUENCY: 4X	MEDIAN HHI: \$111K	OWN HOME: 58%

Rachael Ray every day

EDITORIAL MISSION

Rachael Ray Every Day serves up Rachael's can-do spirit and relax-the-rules attitude. We give you delicious recipes you can't wait to make, smart shopping tricks that save you time and money and new ideas for cool places to go and fun things to do with family and friends. We're all about spicing up your routine and moving fun to the top of your to-do list.

BUYING POWER

- Spent over \$1 billion on direct purchases in the last year
- 60% took action as the result of reading an ad

RATE BASE: 1.7MM	AUDIENCE: 5.2MM	MEDIAN AGE: 47
FREQUENCY: 10X	MEDIAN HHI: \$65K	OWN HOME: 68%

allrecipes!

EDITORIAL MISSION

We know what you're searching for. In a world of unlimited recipe choices, *Allrecipes* magazine sifts through and serves up the best from Allrecipes.com, the world's largest online community of cooks. Combining our digital insights and editorial expertise, we share recipes from the people, for your people—with ratings, reviews and motivation to make it your own. It's guaranteed that when you cook what they cook, you'll get your own 5-star reviews.

BUYING POWER

- Spent over \$2 billion on direct purchases in the last year
- 76% made a direct purchase in the last year

RATE BASE: 1.3MM	AUDIENCE: 7.5MM	MEDIAN AGE: 47
FREQUENCY: 6X	MEDIAN HHI: \$78K	OWN HOME: 71%

EatingWell

EDITORIAL MISSION

Where Good Taste, Meets Good Health. For more than twenty years, *EatingWell* has been at the forefront of what Americans now embrace: the rewards of eating better. Our experts offer delicious recipes, balanced nutritional advice, thought-provoking stories and new ways to make healthy choices more exciting. Whether you're making changes big or small, *EatingWell* is a way of life, a place where everything is good.

BUYING POWER

- Spent over \$1 billion on direct purchases in the last year
- 68% took action as the result of reading an ad

RATE BASE: 1MM	AUDIENCE: 5.7MM	MEDIAN AGE: 49
FREQUENCY: 6X	MEDIAN HHI: \$58K	OWN HOME: 63%

Parents

EDITORIAL MISSION

Parents helps busy moms navigate the uncharted waters of parenthood with smart advice, a sense of humor and a feeling of community born of shared experiences. With an approachable attitude and lots of relatable voices, we inform, entertain and remind mom to nurture herself even as she nurtures her children. Our trusted advice helps moms feel confident as they make decisions about health, discipline, nutrition and more. We answer their questions, advocate for their causes and celebrate the fun of raising healthy, happy kids.

BUYING POWER

- Spent over \$3 billion on direct purchases in the last year
- 65% took action as a result of reading an ad

RATE BASE: 2.2MM	AUDIENCE: 13.7MM	MEDIAN AGE: 36
FREQUENCY: 12X	MEDIAN HHI: \$58K	OWN HOME: 57%

Parents Latina

EDITORIAL MISSION

Parents Latina speaks, in English, to the parenting passions of a new generation of Hispanic moms. We provide culturally relevant advice and inspiration—answering questions, addressing concerns, advocating causes, and celebrating the joys of raising happy, healthy children. Backed by the trusted *Parents* brand and equipped with consumer insights gleaned from *Ser Padres*, *Parents Latina* focuses on raising children who are rooted in their family's heritage even as they are shaping America's future.

BUYING POWER

- Spent over \$900 million on direct purchases in the last year
- 63% made a direct purchase in the last year

RATE BASE: 700K	AUDIENCE: 3.5MM	MEDIAN AGE: 35
FREQUENCY: 4X	MEDIAN HHI: \$57K	OWN HOME: 50%

FamilyFun

EDITORIAL MISSION

FamilyFun gives parents the ideas and inspiration they need to create unforgettable family moments. We are the trusted experts on family vacations, cooking, celebrations, play, creative projects, and learning—the full spectrum of fun that enriches the precious time families share. Written for parents with children 3 to 12, *FamilyFun* is unique in the marketplace, delivering real ideas for—and from—real families.

BUYING POWER

- Spent over \$1 billion on direct purchases in the last year
- 64% took action as the result of reading an ad

RATE BASE: 2.1MM	AUDIENCE: 4.4MM	MEDIAN AGE: 41
FREQUENCY: 8X	MEDIAN HHI: \$67K	OWN HOME: 63%

fitPREGNANCY AND BABY

EDITORIAL MISSION

Fit Pregnancy and Baby is for Millennial women who are the same smart, stylish people they've always been—just with a bump! From gender reveals to #waterbroke, today's moms are all in when it comes to new motherhood, and we help them savor it. *Fit Pregnancy and Baby* has the inside line on how celebrities tackle pregnancy, the latest style trends, plus smart advice for keeping a newborn happy and healthy while staying happy and healthy yourself. Because while we'd never dispute that carrying and caring for a baby can get messy, it's also The Most. Fun. Thing. Ever.

BUYING POWER

- Spent over \$800 million on direct purchases in the last year

RATE BASE: 2MM	AUDIENCE: 7MM	MEDIAN AGE: 31
FREQUENCY: 11X	MEDIAN HHI: \$40K	OWN HOME: 45%

TRADITIONAL HOME

EDITORIAL MISSION

Traditional Home inspires 4.7 million design lovers to reinterpret classic elegance in a thoroughly modern, personal way. From home, garden and green living to fashion, beauty, entertaining and travel, *Traditional Home* is a celebration of quality, craftsmanship, authenticity and family—a trusted resource that respects the past, lives in the present and embraces products designed for the future.

BUYING POWER

- Spent over \$1 billion on direct purchases in the last year
- 64% took action as the result of reading an ad

RATE BASE: 850K	AUDIENCE: 4.7MM	MEDIAN AGE: 53
FREQUENCY: 8X	MEDIAN HHI: \$83K	OWN HOME: 72%

MidwestLiving

EDITORIAL MISSION

Midwest Living is the leading lifestyle media brand that explores the region, savors its unique flavors and celebrates the people who make the Midwest shine. The exploration unfolds with an insider's view of the hidden gems of the Midwest: places to go, things to see and do, all through the eyes of Midwesterners. Food and cooking are true passions of the *Midwest Living* reader. We celebrate their accomplishments, their spirit and their commitment to a better tomorrow.

BUYING POWER

- Spent nearly \$1 billion on direct purchases in the last year
- 62% took action as the result of reading an ad

RATE BASE: 950K	AUDIENCE: 3.9MM	MEDIAN AGE: 58
FREQUENCY: 6X	MEDIAN HHI: \$71K	OWN HOME: 83%

diabetic LIVING

EDITORIAL MISSION

A source for inspiration & support. *Diabetic Living* inspires people to live well every day with diabetes. For over ten years, we've provided our community with hope, support and the tools to care for themselves—or their loved ones—through healthful eating, exercise and the management of medications.

RATE BASE: 500K	AUDIENCE: 5.6MM	MEDIAN AGE: 58
FREQUENCY: 4X	MEDIAN HHI: \$40K	OWN HOME: 60%