



Editorial Mission

For the woman who reads *Better Homes and Gardens*, home is where she creates her left story. It's her haven, where she raises her family, entertains friends, and celebrates life's big-and small-accomplishments. It's where she indulges her dreams and builds a world of her own. Home is her emotional center—it's where life happens. *Better Homes and Gardens* recognizes this and inspires her with infinite possibilities for creativity and self-expression. Each issue delivers smart, approachable editorial on design and individual style, decorating and gardening, food and entertaining, and personal and family well-being. *Better Homes and Gardens* helps her bridge the gap between dreaming and doing.

Active Travelers

Better Homes and Gardens readers represent a tremendous audience of decision-making travelers, and rank #1 in coverage among women's service:

- Over 12.8 million took 2+ domestic vacations in the past year
- 9.1 million spent \$1,000+ on domestic vacations
- Nearly 4.3 million have taken a cruise in the past 3 years
- They spent more than \$35.7 billion on domestic and foreign vacations in the past year

Audience Profile

rate base 7,600,000

readership 39,562,000

frequency 12 times

median age 50 years

median household income \$62,881

own home 77%

median home value \$194,172

female/male ratio 80/20

Readers Who Take Action

Better Homes and Gardens inspires over 39 million readers to take action:

- 90% took action as a result of reading an article/ad
- 84% visited a website mentioned in an ad
- 46% requested more information
- 43% purchased products/services they saw in *BH&G*