

LADIES' Home Journal

SEPTEMBER 2011 LHJ.com

**LOOK YOUNGER
IN 6 WEEKS**

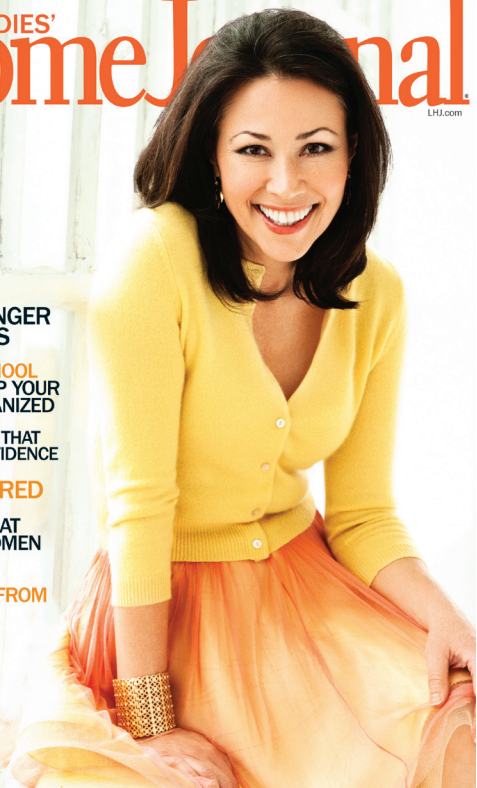
**BACK TO SCHOOL
HOW TO KEEP YOUR
FAMILY ORGANIZED**

**FALL CLOTHES THAT
SCREAM CONFIDENCE**

**BEYOND TIRED
THE HEALTH
PROBLEM THAT
PLAGUES WOMEN**

**CLEAR SKIN
STRATEGIES FROM
TOP DERMS**

**THE TODAY
SHOW'S
ANN CURRY**



Editorial Mission

Ladies' Home Journal is for women who recognize the importance of *taking time for themselves*. We speak to every woman's need for personal growth and fulfillment. *Ladies' Home Journal* engages women with relevant conversations about health and relationships; beauty and style; food and finance. Our unique blend of expert advice and user-generated content entertains, energizes and empowers the reader to become a stronger, surer self, wife, mother and friend.

Ladies' Home Journal. Living with passion + purpose.

Active Travelers

Ladies' Home Journal readers represent a powerful audience of decision-making travelers:

- Nearly 4 million took 2+ domestic vacations in the past year
- Nearly 2.9 million spent \$1,000+ on domestic vacations
- More than 1.5 million have taken a cruise in the past 3 years
- They spent over \$10.6 billion on domestic and foreign vacations in the past year

Audience Profile

rate base	3,200,000
readership	12,226,000
frequency	11 times
median age	56 years
median household income	\$57,962
own home	82%
median home value	\$187,275
female/male ratio	94/6

Readers Who Take Action

Ladies' Home Journal inspires readers to take action:

- 89% took action as a result of reading an article/ad
- 72% visited a website mentioned in an ad
- 65% clipped/saved a company's website address
- 45% have requested information from a reader service section
- 40% purchased products/services they saw in *Ladies' Home Journal*