

BETTER LIVING

Better Living is a section within *Better Homes and Gardens* that has exclusive, highly relevant lifestyle editorial that feeds readers' passions for home and living well. Better Living is delivered to 2 million upper income, high home value *BHG* subscribers

BHG BETTER LIVING REACHES HIGH INCOME PROSPECTS

	BHG BETTER LIVING AUDIENCE (000)	% COMP	BHG AUDIENCE (000)	% COMP
Adults	10,390	100%	37,399	100%
Women	8,388	81%	29,994	80%
Median Age	52 Years		52 Years	
Median HHI	\$87,704		\$67,542	
Own Home	7,634	74%	27,308	73%
Median Home Value	\$360,529		\$210,393	
Influentials*	780	8%	3,013	8%
Employed	6,174	59%	21,013	56%
Children in HH	4,415	43%	14,068	38%
Total Amount of all Investments/Securities	\$261,309,537		\$844,673,528	

Sources: MRI Spring 2016 Base: Adults

*Participated in 3+ public activities in the past 12 months

MARKETS

- Alaska
- Atlantic
- Baltimore
- Boston Metro
- Charlotte/Raleigh
- Chicago
- Dallas/Houston/Austin
- Denver
- Detroit
- Hartford/Fairfield
- Dover, NH
- Hawaii
- Indianapolis
- Las Vegas
- Los Angeles/San Diego
- Miami
- Milwaukee
- Minneapolis
- New York Metro
- Kansas City
- Philadelphia Metro
- Phoenix/Scottsdale
- Salt Lake City
- San Francisco/Sacramento/Oakland
- Santa Fe
- Seattle
- Washington D.C.

AFFLUENT READERS WITH THE POWER TO MOVE PRODUCT AT RETAIL BILLIONS OF DOLLARS SPENT IN THE LAST 12 MONTHS

	CONSUMER ELECTRONICS	RANK	HOME IMPROVEMENT REMODELING	RANK	BIG/LOW TICKET HOME FURNISHING	RANK
BHG Better Living	\$16.2	1	\$8.4	1	\$3.2	1
Oprah	\$13.4	2	\$5.8	5	\$2.8	2
Real Simple	\$11.3	3	\$8.0	2	\$2.8	3
Food & Wine	\$11.1	4	\$6.9	3	\$2.4	5
Martha Stewart Living	\$11.0	5	\$6.0	4	\$2.6	4
Bon Appetit	\$9.8	6	\$5.2	6	\$1.6	7
GH Your Good House	\$8.8	7	\$5.1	7	\$1.5	8
House Beautiful	\$6.6	8	\$4.9	8	\$1.9	6
Architectural Digest	\$5.7	9	\$3.5	9	\$1.2	9
Coastal Living	\$5.6	10	\$3.4	11	\$912M	11
Traditional Home	\$4.6	11	\$3.4	10	\$1.9	6
Elle Decor	\$2.3	12	\$1.3	12	\$425M	12
Veranda	\$1.5	13	\$1.1	13	\$325M	13

Sources: MRI Spring 2016, Base: Adults

*Subject to change

BETTER LIVING CONTINUED

BHG BETTER LIVING IS INFLUENTIAL IN ALL LIFESTYLE PURCHASES BILLIONS OF DOLLARS SPENT IN THE LAST 12 MONTHS

	CLOTHING	RANK	HEALTH AND BEAUTY AIDS	RANK	CREDIT CARD AVG. MONTHLY EXPENSES	RANK
BHG Better Living	\$5.7	1	\$1.7	1	\$8.1	1
Oprah	\$4.9	2	\$1.4	2	\$6.8	2
Real Simple	\$4.8	3	\$1.3	3	\$6.7	3
Food & Wine	\$4.3	4	\$990M	6	\$5.4	4
Martha Stewart Living	\$4.3	5	\$1.2	4	\$5.3	5
Bon Appetit	\$3.9	6	\$1.0	5	\$5.2	6
GH Your Good House	\$3.3	7	\$954M	7	\$4.3	7
House Beautiful	\$2.8	8	\$876M	8	\$3.6	8
Architectural Digest	\$2.2	9	\$617M	9	\$3.5	9
Coastal Living	\$2.1	10	\$543M	11	\$2.8	10
Traditional Home	\$2.0	11	\$581M	10	\$2.5	11
Elle Decor	\$1.2	12	\$370M	12	\$1.3	12
Veranda	\$675M	13	\$191M	13	\$905M	13

BIG SPENDERS IN AUTO AND TRAVEL BILLIONS OF DOLLARS SPENT IN THE LAST 12 MONTHS

	VEHICLES	RANK	VACATIONS DOMESTIC/IMPORT	RANK
BHG Better Living	\$42.3	1	\$14.0	1
Oprah	\$37.2	2	\$12.0	4
Real Simple	\$34.0	3	\$13.8	2
Martha Stewart Living	\$32.8	4	\$11.6	5
GH Your Good House	\$31.6	5	\$10.8	7
Food & Wine	\$28.4	6	\$12.6	3
House Beautiful	\$25.2	7	\$6.4	9
Bon Appetit	\$19.8	8	\$11.4	6
Architectural Digest	\$18.4	9	\$6.5	8
Coastal Living	\$16.8	10	\$5.3	10
Traditional Home	\$14.1	11	\$4.1	11
Elle Decor	\$6.6	12	\$2.4	12
Veranda	\$3.3	13	\$1.8	13

BETTER LIVING 2017 CALENDAR*

MARCH
APRIL
MAY
JUNE
AUGUST
SEPTEMBER
OCTOBER
NOVEMBER

2017 RATES

P4C
GROSS OPEN:
\$214,100

PBW
GROSS OPEN:
\$177,400

Sources: MRI Spring 2016, Base: Adults

For more information, please contact your *BHG* Account Manager or Deirdre Finnegan, Associate Publisher, at 212-455-1276.

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