

NATIONAL SELECT

National Select is an edition of *Better Homes & Gardens* that is delivered to five million of the magazine's subscribers. Its readers reflect the *BH&G* full-run audience demographically and geographically. It covers all 50 states and includes the top 30 markets.

This edition provides advertisers with a lower out-of-pocket option to reach consumers across the country.

AUDIENCE MIRRORS FULL-RUN AT A LOWER COST TO ADVERTISERS

	BH&G NATIONAL SELECT AUDIENCE (000)	% COMP	BH&G AUDIENCE (000)	% COMP
Adults	26,483	100%	37,864	100%
Women	21,241	80%	30,395	80%
Median Age	52		52	
Median HHI	\$70,758		\$67,489	
Own Home	19,286	73%	27,854	74%
Median Home Value	\$255,871		\$225,250	
Influentials*	2,229	8%	2,957	8%
Employed	14,317	57%	21,013	56%
Children in HH	10,180	38%	14,037	37%

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

REACH MORE CONSUMERS ACROSS THE U.S. IN *BH&G* NATIONAL SELECT THAN NATIONAL EDITIONS OF COMPETITORS

	RATEBASE (000)	AUDIENCE (000)
<i>BH&G</i> National Select	5,000	26,486
Good Housekeeping	4,300	19,869
Woman's Day	3,250	15,990
O, The Oprah Magazine	2,350	9,635
Redbook	2,200	5,443
Real Simple	1,975	7,245

Sources: MRI Spring 2017, Base: Adults
Ratebase effective January 2017

**Better Homes
& Gardens®**

LIFE IN COLOR

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

NATIONAL SELECT CONTINUED

READERS WITH THE POWER TO MOVE MORE PRODUCT AT RETAIL THAN NATIONAL COMPETITIVE TITLES

BILLIONS OF DOLLARS SPENT IN LAST 12 MONTHS	HOME IMPROVEMENT/REMODELING	HH FURNISHINGS	CLOTHING
BHG National Select	\$21.1	\$7.4	\$11.9
Good Housekeeping	\$16.3	\$4.8	\$9.0
Woman's Day	\$10.8	\$3.5	\$6.5
Real Simple	\$6.9	\$2.5	\$4.8
O, The Oprah Magazine	\$5.8	\$2.5	\$4.8
Redbook	\$3.3	\$1.3	\$2.8

BILLIONS OF DOLLARS SPENT IN LAST 12 MONTHS	HEALTH & BEAUTY AIDS	CONSUMER ELECTRONICS	VACATIONS*
BH&G National Select	\$3.6	\$21.3	\$31.5
Good Housekeeping	\$2.8	\$13.6	\$22.4
Woman's Day	\$2.3	\$10.7	\$16.3
O, The Oprah Magazine	\$1.3	\$8.0	\$11.4
Real Simple	\$1.3	\$6.7	\$14.5
Redbook	\$832K	\$3.7	\$16.1

*Vacations include domestic and foreign travel
Source: MRI Spring 2016, Base: Adults

2018 RATES

P4C Gross Open:	\$465,100
PBW Gross Open	\$385,300

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