

House Beautiful

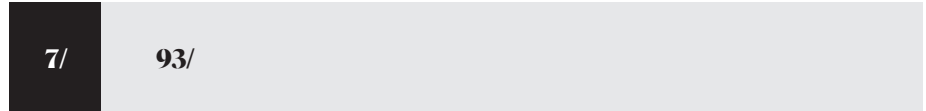


READER DUPLICATION

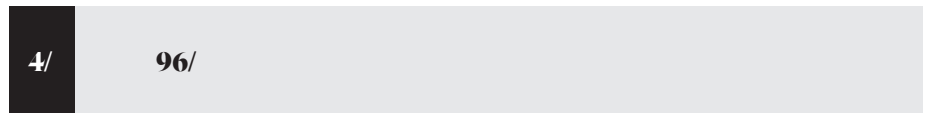
Reaching the Most Exclusive and Loyal Audience

On average, 92% of House Beautiful's readers do not read other shelter publications within the competitive set.

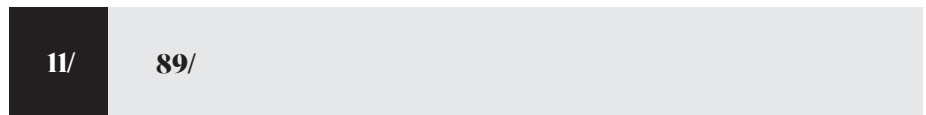
Architectural Digest



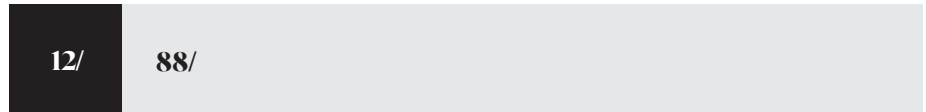
Dwell



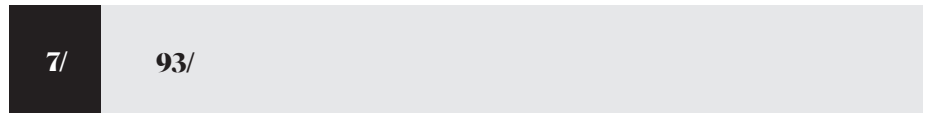
ELLE DECOR



Traditional Home



VERANDA



 % of House Beautiful readers who read  % of House Beautiful readers who DO NOT read

SOURCE: Ipsos Doublebase 2018

COMPETITIVE SET: Architectural Digest, Dwell, ELLE DECOR, House Beautiful, Traditional Home and VERANDA.

NOTE: Decimals have been rounded to the nearest whole number.

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