

House Beautiful



ADULT DEMOGRAPHICS/MRI

Boasting the Largest Audience in the Shelter Category

House Beautiful reaches over 5.5 million of your best prospects, more than any other shelter magazine.

	AUDIENCE	COMP	INDEX
Adults: 5,489,000			
MEN	560,000	10.2%	21
WOMEN	4,929,000	89.8%	174
AGES 18-34	450,000	8.2%	27
AGES 35-44	595,000	10.8%	66
AGES 45-54	1,086,000	19.8%	1114
AGES 35-54	1,681,000	30.6%	91

Median Age: 59.6

MARRIED	3,088,000	56.3%	107
ANY CHILDREN	1,488,000	27.1%	70
HHI \$75,000+	2,674,000	48.7%	106
HHI \$100,000+	1,902,000	34.7%	107
HHI \$150,000+	1,070,000	19.5%	130

Median Household Income: \$72,822

ATTENDED COLLEGE+	3,469,000	63.2%	107
GRADUATED COLLEGE+	1,179,000	21.5%	109
EMPLOYED	2,626,000	47.8%	78
PROFESSIONAL/MANAGERIAL	1,204,000	21.9%	90
OWN HOME	4,225,000	77%	116
HOME VALUE \$250,000+	2,190,000	39.9%	135
HOME VALUE \$400,000+	1,274,000	23.2%	159

Median Home Value: \$261,047

SOURCE: MRI Doublebase 2018 [Base: Adult].

OCTOBER 19, 2018

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