

House Beautiful



AFFLUENT ADULT DEMOGRAPHICS

House Beautiful reaches 861,000 affluent, educated, professional consumers

| | AUDIENCE | COMP | INDEX |
|-----------------------------------|----------------------|-------------|-------|
| Total Adult Audience | 861,000 | 100% | |
| MALE | 221,000 | 25.7% | 50 |
| FEMALE | 640,000 | 74.3% | 154 |
| AGES 35-44 | 157,000 | 18.2% | 96 |
| AGES 35-54 | 201,000 | 43.2% | 104 |
| AGES 45-54 | 195,000 | 22.6% | 100 |

Median Age: 51.7

| | | | |
|-----------------------------------|---------------|-------|-----|
| MARRIED | 731,000 | 84.9% | 112 |
| ANY CHILDREN | 375,000 | 43.6% | 107 |
| HOUSEHOLD INCOME \$150,000+ | 632,000 | 73.4% | 103 |
| HOUSEHOLD INCOME \$200,000+ | 384,000 | 44.6% | 121 |
| HOUSEHOLD INCOME \$250,000+ | 226,000 | 26.2% | 126 |

Median Household Income: \$190,733

| | | | |
|--------------------------------------|---------------|-------|-----|
| ATTENDED COLLEGE+ | 828,000 | 96.2% | 102 |
| GRADUATED COLLEGE+ | 680,000 | 79.0% | 104 |
| EMPLOYED | 654,000 | 76.0% | 97 |
| OWN HOME | 798,000 | 92.7% | 103 |
| HOUSEHOLD NET WORTH \$500,000+ | 653,000 | 75.8% | 110 |
| HOUSEHOLD NET WORTH \$750,000+ | 537,000 | 62.4% | 110 |

Median Home Value: \$544,255

| | | | |
|--|---------------|-------|-----|
| LIQUID ASSETS/RE VALUE OF \$2M+ | 338,000 | 39.3% | 122 |
| LIQUID ASSETS/RE VALUE OF \$750,000+ | 689,000 | 80.0% | 110 |

Median Value Of Financial Accounts/Real Estate: \$1,593,596

SOURCE: Ipsos Doublebase 2018 [Base: Adults, Heads of House, Household Income \$125,000+].

OCTOBER 19, 2018

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