

House Beautiful



FEMALE DEMOGRAPHICS/MRI

Boasting the Largest Female Audience in the Shelter Category

House Beautiful reaches 4.9 million targeted consumers who are women—more than any other shelter magazine.

	AUDIENCE	COMP	INDEX
Women: 4,929,000			
AGES 18-34	420,000	8.5%	29
AGES 25-44	857,000	17.4%	52
AGES 45-54	966,000	19.6%	114
AGES 35-54	1,525,000	30.9%	93
Median Age: 59.4			
MARRIED	2,777,000	56.3%	110
ANY CHILDREN	1,356,000	27.5%	67
HOUSEHOLD INCOME \$75,000+	2,412,000	48.9%	113
HOUSEHOLD INCOME \$100,000+	1,721,000	34.9%	115
HOUSEHOLD INCOME \$150,000+	974,000	19.8%	138
Median Household Income: \$73,078			
ATTENDED COLLEGE+	3,093,000	62.8%	103
GRADUATED COLLEGE+	1,042,000	21.1%	106
EMPLOYED	2,350,000	47.7%	86
PROFESSIONAL/MANAGERIAL	1,081,000	21.9%	91
OWN HOME	3,795,000	77.0%	116
HOME VALUE \$250,000+	1,959,000	39.7%	133
HOME VALUE \$400,000+	1,120,000	22.7%	154

Median Home Value: \$259,771

SOURCE: MRI Doublebase 2018 [Base: Women].

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