

# House Beautiful



## AFFLUENCE & REACH

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***House Beautiful reaches a reader with the assets to impact your business.***

- Median Household Income of \$190,733
- Median Total Liquid Assets of \$537,950
- Median Home Value of \$544,255

***House Beautiful reaches the most women with:***

- Household Income of \$250,000+ (Index: 131)
- Household Liquid Assets \$1.5M+ (Index: 146)
- Net Worth of \$2+ Million (Index: 145)



***More House Beautiful readers are spending big in key categories:***

- Home Decorating Services \$3,000+ (Index: 176)
- Home Remodeling Services \$10,000+ (Index: 162)

***House Beautiful reaches the most readers who intend to spend/purchase in the next year:***

- Employ an Interior Designer/Decorator or Architect (Index: 152)
- Remodel/Renovate Home (Index: 126)
- Remodel or Renovate a Kitchen (Index: 129)



SOURCE: Ipsos Doublebase 2018 HHI over \$125,000.

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

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