

House Beautiful



Affluent Market Regional Edition

House Beautiful invites you to reach upscale homeowners, luxury shoppers, and designers through the Affluent Market regional advertising section. This regional edition is ideal for targeting the magazine's most high-end readers, screened by wealth (personal income of \$150,000+) as well as location in key affluent markets across the US.

Full Page Rate

1X:	\$14,090 NET
3X:	\$13,605 NET
6X+:	\$13,115 NET

2023 Issues & Closings

January/February 2023	December 8, 2022 (<i>Maximize Your Space Issue</i>)
March/April 2023	February 9, 2023 (<i>The Outdoor Issue</i>)
May/June 2023	March 30, 2023 (<i>The Color Issue</i>)
July/Aug 2023	June 1, 2023 (<i>The Kitchens Issue</i>)
Sept/Oct 2023	August 3, 2023 (<i>The Must-Haves Issue</i>)
Nov/Dec 2023	October 12, 2023 (<i>The Renovation Issue</i>)

Distribution

- Subscriber copies with a personal income of \$150,000+ within the following states: CA, CO, CT, DC, FL, GA, IL, MA, MD, MI, MN, NC, NJ, NY, OH, PA, TN, TX, VA, WA
- National newsstand distribution and digital copies
- Estimated total circulation of 183,708



*NOTE: Circ is ESTIMATED using o6/22 AAM Statement. We DO NOT guarantee selected Newsstand Delivery of Regional Runs. Closing Dates subject to change. Occasionally, a subscriber outside the above markets may receive a copy containing your ad or a subscriber inside the above markets may not receive a copy. Color matching in ads is not guaranteed due to short run.

10/2022

CONTACT Your House Beautiful Sales Representative or Jennifer Levene Bruno at jbruno@hearst.com.