

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

2024 Issues & Closings

January/February 2024	December 20, 2023 (<i>Maximize Your Space Issue</i>)
March/April 2024.....	February 28, 2024 (<i>The Outdoor Issue</i>)
May/June 2024.....	April 17, 2024 (<i>The Color Issue</i>)
July/Aug 2024	June 19, 2024 (<i>The Kitchens Issue</i>)
Sept/Oct 2024	August 21, 2024 (<i>The Must-Haves Issue</i>)
Nov/Dec 2024.....	October 30, 2024 (<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 154,428



*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.