

# Better Homes & Gardens®

**RATEBASE:** 7,600,000  
**FREQUENCY:** 11 TIMES A YEAR

## EDITORIAL MISSION

In a world of endless images and infinite choices, we sharpen her vision of the life she wants to live. *Better Homes & Gardens* stimulates creativity, delivers know-how, and surprises her with fresh ideas she can make her own. We power her passion to live a more colorful life.

## AUDIENCE PROFILE

Readership	27,016,000
Median Age	55 years
Median Household Income	\$70,454
Own Home	73%
Median Home Value	\$248,095
Female:Male Ratio	79:21
Took action as a result of reading an ad	53%
Subscription:Newsstand Ratio	97:3

