



THE
MAGNOLIA
 JOURNAL

RATEBASE: 1,200,000
FREQUENCY: 4 TIMES A YEAR

EDITORIAL MISSION

The Magnolia Journal offers fresh inspiration for life and home in each new season, and encourages readers to create or improve the space—and the life—they love.

Chip and Joanna provide unique and actionable ideas or home projects and décor, tips for outdoor living and gardening, and ways to celebrate holiday and everyday gatherings with family, friends and food.

AUDIENCE PROFILE

Readership	5,585,000	Subscription:Newsstand Ratio	69:31
Median Age	48 years		
Median Household Income	\$110,867		
Own Home	84%		
Median Home Value	\$283,823		
Female:Male Ratio	86:14		