

# MAGNOLIA

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

## EDITORIAL MISSION

*Magnolia Journal* is a lifestyle magazine based on Chip and Joanna Gaines's powerhouse brand, Magnolia.

The quarterly publication 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 for 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	5,492,000
Median Age	51 years
Median Household Income	\$99,148
Own Home	79%
Median Home Value	\$286,255
Female:Male Ratio	80:20
Subscription:Newsstand Ratio	77:23

