

# **Living** MARTHA STEWART

**RATEBASE:** 2,050,000  
**FREQUENCY:** 10 TIMES A YEAR

## **EDITORIAL MISSION**

We create best-in-class lifestyle content because we believe that life is better when you share the good things—a freshly cooked meal, a home you love, and moments both big and small.

We inspire and equip people to design the life they want.

The joy is in the doing.

## **AUDIENCE PROFILE**

Readership	6,400,000
Median Age	56 years
Median Household Income	\$73,281
Own Home	72%
Median Home Value	\$280,378
Female:Male Ratio	84:16
Took action as a result of reading an ad	54%
Subscription:Newsstand Ratio	95:5

