



TRADITIONAL HOME

RATEBASE: 850,000
FREQUENCY: 6 TIMES A YEAR

EDITORIAL MISSION

Traditional Home inspires consumers across multiple platforms to celebrate the unique intersection where luxury design meets the way we live. Our goal is to show millions of readers how to create interiors that are surprisingly fresh and just a little bit unexpected—and tell the stories that make houses homes.

AUDIENCE PROFILE

Readership	3,810,000	Took action as a result of reading an ad	61%
Median Age	53 years	Subscription:Newsstand Ratio	93:7
Median Household Income	\$81,414		
Own Home	70%		
Median Home Value	\$290,703		
Female:Male Ratio	78:22		