

allrecipes

MAGAZINE

EDITORIAL MISSION

We know what you're searching for. In a world of unlimited recipe choices, *Allrecipes* magazine sifts through and serves up the best from Allrecipes.com, the world's largest online community of cooks. Combining our digital insights and editorial expertise, we share recipes from the people, for your people—with ratings, reviews, and motivation to make it your own. It's guaranteed that when you cook what they cook, you'll get your own 5-star reviews.

RATE BASE: 1.4MM	AUDIENCE: 7.9MM	MEDIAN HHI: \$77.5K
FREQUENCY: 6X	MEDIAN AGE: 47	OWN HOME: 70%

Better Homes & Gardens

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.

RATE BASE: 7.6MM	AUDIENCE: 35.4MM	MEDIAN HHI: \$68.6K
FREQUENCY: 12X	MEDIAN AGE: 53	OWN HOME: 74%

DEPARTURES

EDITORIAL MISSION

Departures is the ultimate resource for one-of-a-kind experiences, must-have products, and innovative strategies to help an affluent audience look their best, improve their wellbeing, and live their most interesting and fulfilling life.

RATE BASE: N/A	AUDIENCE: 6.4MM	MONTHLY UVS: 211K
FREQUENCY: 9X	MEDIAN AGE: 51	MEDIAN HHI: \$250K

Diabetic LIVING

EDITORIAL MISSION

Diabetic Living empowers people living with diabetes to make healthier choices, every day. We provide support, inspiration, and actionable advice. The result: our readers get more active, better understand their condition, and know how to manage their day-to-day care. Plus, we help people cook more and eat healthier, with recipes that are easy and accessible but most importantly delicious! Diabetes can be tough. That's why *Diabetic Living* is there every step of the way, to help readers take charge so they can live their best lives.

RATE BASE: 500K	AUDIENCE: 6.4MM	MEDIAN HHI: \$57.2K
FREQUENCY: 4X	MEDIAN AGE: 70	OWN HOME: 63%

EatingWell

EDITORIAL MISSION

At *EatingWell* we love to cook and eat! Our approach to food and nutrition is balanced, but there's no compromising when it comes to taste. Whether it's a weeknight or an occasion to entertain, *EatingWell* delivers flavor-packed recipes from around the world. We celebrate fresh ingredients and the farmers, artisans, and chefs who bring them to our table. We give readers a better way to live healthy, feel happy, and look great.

RATE BASE: 1.775MM	AUDIENCE: 7.7MM	MEDIAN HHI: \$79.9K
FREQUENCY: 10X	MEDIAN AGE: 52	OWN HOME: 73%

Entertainment

EDITORIAL MISSION

Smart. Funny. First. We are the first to tell you about the best and worst movies, TV shows, music, books and more. With unparalleled access, we are your most trusted source for entertainment news, and your direct line to Hollywood's most compelling artists. Our content lives everywhere you do. *Entertainment Weekly* knows your time is precious; we tell you how to spend it wisely.

RATE BASE: 1.5MM	AUDIENCE: 9.4MM	MEDIAN HHI: \$67.9K
FREQUENCY: 34X	MEDIAN AGE: 45	OWN HOME: 63%

FamilyCircle

EDITORIAL MISSION

Family Circle is the roadmap for millions of women at a new point in their lives. Her teens are getting a life of their own, and she is too—and we're right there with ideas for making the most of this time. We literally go full circle, giving her ways to simplify, de-stress, and problem solve through the highs and lows of parenting and the chaos of everyday life. Whether she's trying to balance busy schedules, put dinner on the table, or make sure homework is done, we get it. And we help her maintain a sense of self in the middle of it all, perfection not required.

RATE BASE: 4MM	AUDIENCE: 13.2MM	MEDIAN HHI: \$62.7K
FREQUENCY: 12X	MEDIAN AGE: 59	OWN HOME: 77%

FOOD & WINE

EDITORIAL MISSION

At *Food & Wine*, we inspire and empower our wine and food obsessed community to eat, drink, entertain, and travel better—every day and every where.

RATE BASE: 925K	AUDIENCE: 7.7MM	MEDIAN HHI: \$90.3K
FREQUENCY: 12X	MEDIAN AGE: 48	OWN HOME: 68%

Health

EDITORIAL MISSION

Whole-life advice and inspiration for the woman who knows who she is and wants to live well in every way — today and beyond.

RATE BASE: 1.35MM	AUDIENCE: 9MM	MEDIAN HHI: \$59.9K
FREQUENCY: 10X	MEDIAN AGE: 51	OWN HOME: 62%

InStyle

EDITORIAL MISSION

InStyle brings together the two most powerful words in fashion—in and style. As the leading destination for celebrity style, we provide millions of women with unprecedented access to the front rows, red carpets, and lives of the celebrities, designers, and it-girl influencers that inspire their stylish lives with the highest level of style and confidence every day.

RATE BASE: 1.7MM	AUDIENCE: 8.2MM	MEDIAN HHI: \$78.8K
FREQUENCY: 12X	MEDIAN AGE: 43	OWN HOME: 63%

THE MAGNOLIA JOURNAL

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.

RATE BASE: 1.2MM	AUDIENCE: 8.6MM	MEDIAN HHI: \$110.9K
FREQUENCY: 4X	MEDIAN AGE: 48	OWN HOME: 84%

Living

MARATHA STEWART

EDITORIAL MISSION

Every day, there is a good thing to learn at *Martha Stewart Living*—from expert advice to original ideas that take her to new heights and have real impact. As curiosity strikes, we unleash her imagination by introducing the new and the now for living a more beautiful life. She is motivated to express herself and make her mark!

RATE BASE: 2.05MM	AUDIENCE: 7.9MM	MEDIAN HHI: \$78K
FREQUENCY: 10X	MEDIAN AGE: 53	OWN HOME: 74%

MidwestLiving

EDITORIAL MISSION

Midwest Living is the only lifestyle brand that is entirely relevant to Midwesterners passions, style and sensibilities. With a deep Midwest knowledge, spirit and relevance, Midwest Living inspires the best experiences in home, food, travel, and much more.

RATE BASE: 950K	AUDIENCE: 2.8MM	MEDIAN HHI: \$72.6K
FREQUENCY: 6X	MEDIAN AGE: 60	OWN HOME: 89%

Parents

EDITORIAL MISSION

Parents helps busy moms navigate the uncharted waters of parenthood. Each month we offer trusted content with a familiar, understanding voice. We empower today's parents to make the best decisions for their families. *Parents* covers the bright threads in the fabric of our readers' lives, highlighting moments big and small, and celebrating the joy of raising healthy, happy kids.

RATE BASE: 2.2MM	AUDIENCE: 11.9MM	MEDIAN HHI: \$66.5K
FREQUENCY: 12X	MEDIAN AGE: 38	OWN HOME: 59%

Parents Latina

EDITORIAL MISSION

Parents Latina understands the common threads that connect our diverse audience of millennial Latina mamas: raising happy, healthy kids who are rooted in their family's heritage. Through the shared experience of other moms and dads, we inspire them to pass on their traditions and celebrate their culture every day. We cover the topics parents care most about, such as health, education, and nutrition, from an authentic Latino perspective. As a welcome part of their community, we're there so that they can relish every moment of mami-hood with confidence, humor, and plenty of pride.

RATE BASE: 850K	AUDIENCE: 3.4MM	MEDIAN HHI: \$51.4K
FREQUENCY: 6X	MEDIAN AGE: 35	OWN HOME: 41%

People

EDITORIAL MISSION

A Cultural Force. We define celebrity, drive conversation and inspire action. We are your everyday escape, taking you inside the lives of the world's most intriguing people and making you an integral part of the cultural conversation. We enrich your life with indispensable service and social connection.

RATE BASE: 3.4MM	AUDIENCE: 41.9MM	MEDIAN HHI: \$71.4K
FREQUENCY: 54X	MEDIAN AGE: 48	OWN HOME: 65%

People EN ESPAÑOL

EDITORIAL MISSION

People en Español is the most trusted voice in Hispanic culture — a window into the lives, hearts and styles of celebrities and people that matter to today's Hispanic. With intimate stories and an open dialogue with our audience, we understand, unite and celebrate the fastest growing market in the U.S.

RATE BASE: 500K	AUDIENCE: 6.8MM	MEDIAN HHI: \$42.1K
FREQUENCY: 9X	MEDIAN AGE: 42	OWN HOME: 40%

rachael ray every day

EDITORIAL MISSION

Rachael Ray Every Day serves up Rachael's can-do spirit and relax-the-rules attitude. We give you delicious recipes you can't wait to make, smart shopping tricks that save you time and money, and new ideas for cool places to go and fun things to do with family and friends. We're all about spicing up your routine and moving fun to the top of your to-do list.

RATE BASE: 1.7MM	AUDIENCE: 5.8MM	MEDIAN HHI: \$61.1K
FREQUENCY: 10X	MEDIAN AGE: 51	OWN HOME: 67%

REAL SIMPLE

EDITORIAL MISSION

In a world where women are more stressed and time-pressed than ever, *Real Simple* is a welcome respite providing real-world solutions to the challenges real women face every day. From what to put on the table, to how to keep her makeup bag and closet current, to how to organize her home and her finances, *Real Simple* is a modern-day roadmap to making every area of her life more streamlined, meaningful and beautiful.

RATE BASE: 1.975MM	AUDIENCE: 7.3MM	MEDIAN HHI: \$102.4K
FREQUENCY: 12X	MEDIAN AGE: 50	OWN HOME: 81%

SHAPE

EDITORIAL MISSION

She wants to know what's next and *SHAPE* gives her the tools to stay ahead of the curve. We motivate, not dictate, and spark fresh thinking from owning her personal style to nurturing her body and brain. With *SHAPE*, she will discover and participate in a well-lived life.

RATE BASE: 2.5MM	AUDIENCE: 5.4MM	MEDIAN HHI: \$92.2K
FREQUENCY: 10X	MEDIAN AGE: 43	OWN HOME: 67%

Southern Living

EDITORIAL MISSION

Southern Living aims to bring you the freshest ideas for your home and gardens that you can't wait to show and share with your friends. Every story we tell—from inspiring cottage makeovers to quick decorating projects to colorful container gardens—is both rooted in our region's rich traditions and designed to make your life prettier and easier.

RATE BASE: 2.8MM	AUDIENCE: 15.5MM	MEDIAN HHI: \$70.4K
FREQUENCY: 12X	MEDIAN AGE: 55	OWN HOME: 76%

TRADITIONAL HOME

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.

RATE BASE: 850K	AUDIENCE: 3.8MM	MEDIAN HHI: \$81.4K
FREQUENCY: 6X	MEDIAN AGE: 53	OWN HOME: 70%

TRAVEL+ LEISURE

EDITORIAL MISSION

Travel + Leisure is the preeminent voice for the sophisticated, insatiable traveler, serving up expert intelligence and the most immersive, inspiring travel lifestyle content anywhere. We capture the pure joy of discovering the pleasures the world has to offer—from art and design to shopping and style to food and wine. Whether the experience is in print or digital, *Travel + Leisure* offers compelling reasons to get up and go.

RATE BASE: 950K	AUDIENCE: 6.7MM	MEDIAN HHI: \$105.4K
FREQUENCY: 12X	MEDIAN AGE: 53	OWN HOME: 77%