

## allrecipes

**EDITORIAL MISSION:**  
*Allrecipes* magazine serves up the seasonal best of Allrecipes.com, the recipe home of the world's largest online cooking community, and celebrates the creativity and wisdom of diverse home cooks everywhere. With trusted recipes, mouthwatering photography, and tips from real home cooks, we give readers the confidence to stir up something new—and inspiration for a more delicious life.

<b>RATE BASE:</b> 1.5MM		<b>FREQUENCY:</b> 6X	
<b>AUDIENCE:</b> 8.8MM	<b>MEDIAN AGE:</b> 50	<b>MEDIAN HHI:</b> \$78.4K	

## 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 Home & 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.

<b>RATE BASE:</b> 7.6MM		<b>FREQUENCY:</b> 11X	
<b>AUDIENCE:</b> 27MM	<b>MEDIAN AGE:</b> 55	<b>MEDIAN HHI:</b> \$70.4K	

## EatingWell

**EDITORIAL MISSION:**  
*EatingWell* is the ultimate experience for consumers with a passion for food and wellness. We satisfy their cravings for flavors from around the globe and celebrate fresh ingredients and the farmers, artisans and chefs who bring them to our table. Through science-backed advice and smart stories about sustainability, we help readers live their best lives.

<b>RATE BASE:</b> 1.775MM		<b>FREQUENCY:</b> 10X	
<b>AUDIENCE:</b> 5.7MM	<b>MEDIAN AGE:</b> 54	<b>MEDIAN HHI:</b> \$72.7K	

## Entertainment Weekly

**EDITORIAL MISSION:**  
*Entertainment Weekly* owns pop culture. 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.

<b>RATE BASE:</b> 1.5MM		<b>FREQUENCY:</b> 12X	
<b>AUDIENCE:</b> 9.9MM	<b>MEDIAN AGE:</b> 44	<b>MEDIAN HHI:</b> \$72K	

## FOOD & WINE

**EDITORIAL MISSION:**  
 For more than 40 years, from classic to cutting-edge, *Food & Wine* has defined the American epicurean experience. With the confidence of undisputed global authority among consumers and the culinary trade, we inspire and empower our wine and food obsessed community to discover, create, and devour the best in food, drink, travel, and home.

<b>RATE BASE:</b> 925K		<b>FREQUENCY:</b> 11X	
<b>AUDIENCE:</b> 7.1MM	<b>MEDIAN AGE:</b> 48	<b>MEDIAN HHI:</b> \$91.7K	

## 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.

<b>RATE BASE:</b> 1.35MM		<b>FREQUENCY:</b> 10X	
<b>AUDIENCE:</b> 6MM	<b>MEDIAN AGE:</b> 50	<b>MEDIAN HHI:</b> \$59.8K	

## 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.

<b>RATE BASE:</b> 1.7MM		<b>FREQUENCY:</b> 11X	
<b>AUDIENCE:</b> 5.8MM	<b>MEDIAN AGE:</b> 45	<b>MEDIAN HHI:</b> \$83.8K	

## MAGNOLIA

**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.

<b>RATE BASE:</b> 1.2MM		<b>FREQUENCY:</b> 4X	
<b>AUDIENCE:</b> 5.5MM	<b>MEDIAN AGE:</b> 51	<b>MEDIAN HHI:</b> \$99.1K	

## Living

**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.

<b>RATE BASE:</b> 2.05MM		<b>FREQUENCY:</b> 10X	
<b>AUDIENCE:</b> 6.4MM	<b>MEDIAN AGE:</b> 56	<b>MEDIAN HHI:</b> \$73.3K	

## MidwestLiving

**EDITORIAL MISSION:**  
*Midwest Living* is the leading lifestyle brand that explores the Midwest region, savors its uniqueness and celebrates its way of life. With a deep Midwest knowledge, spirit and relevance, *Midwest Living* inspires its community to experience the best of the region in travel, food, home and lifestyle.

<b>RATE BASE:</b> 950K		<b>FREQUENCY:</b> 6X	
<b>AUDIENCE:</b> 2.5MM	<b>MEDIAN AGE:</b> 59	<b>MEDIAN HHI:</b> \$73.1K	

## Parents

**EDITORIAL MISSION:**  
 In today's uncertain and demanding world, *Parents* understands that raising good people is the most important job. We serve up trusted advice that empowers moms and dads to care for their kids with confidence and find ways to enjoy the ride. *Parents* is your secret advantage — the wise whisper in your ear — encouraging you to create a better tomorrow, one family breakfast, shared laugh, and loving hug at a time.

<b>RATE BASE:</b> 2.2MM		<b>FREQUENCY:</b> 11X	
<b>AUDIENCE:</b> 6.6MM	<b>MEDIAN AGE:</b> 39	<b>MEDIAN HHI:</b> \$65.6K	

## Parents Latina

**EDITORIAL MISSION:**  
*Parents Latina* understands that all Latino moms and dads want to raise good people rooted in their family's heritage. That's why we serve up relatable advice in an authentic voice that supports, empowers, and inspires parents as they help kids navigate a world that can often feel unfair.

*Parents Latina* connects you to your community, bolsters your cultural pride, and encourages you to honor and celebrate your traditions and history with your children.

<b>RATE BASE:</b> 850K		<b>FREQUENCY:</b> 6X	
<b>AUDIENCE:</b> 3.4MM	<b>MEDIAN AGE:</b> 30	<b>MEDIAN HHI:</b> \$48K	

## People

**EDITORIAL MISSION:**  
*PEOPLE* is 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.

<b>RATE BASE:</b> 3.4MM		<b>FREQUENCY:</b> 52X	
<b>AUDIENCE:</b> 28.6MM	<b>MEDIAN AGE:</b> 49	<b>MEDIAN HHI:</b> \$75.2K	

## 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.

<b>RATE BASE:</b> 500K		<b>FREQUENCY:</b> 9X	
<b>AUDIENCE:</b> 6MM	<b>MEDIAN AGE:</b> 43	<b>MEDIAN HHI:</b> \$50.8K	

## REAL SIMPLE

**EDITORIAL MISSION:**  
*Real Simple* provides practical and useful solutions for simplifying every aspect of a modern woman's busy life.

<b>RATE BASE:</b> 1.975MM		<b>FREQUENCY:</b> 11X	
<b>AUDIENCE:</b> 6.2MM	<b>MEDIAN AGE:</b> 56	<b>MEDIAN HHI:</b> \$97.4K	

## drew + jonathan reveal

**EDITORIAL MISSION:**  
 A lifestyle brand with home at the core, *Reveal* caters to interiors junkies who want to go deeper than what they see on TV, mixing access into the Scott brothers' world with inspiration, ideas, and actionable advice on how to make your home sweet home even sweeter. And because home is the family, friends, good times and warm memories we fill it with, *Reveal* covers them all, in an open, inclusive, and eco-conscious way. Our style is modern and unfussy, aspirational but attainable, gender-neutral but pretty, current but not trend-obsessed.

<b>ESTIMATED DISTRIBUTION:</b> 450K		<b>FREQUENCY:</b> 4X	
<b>MEDIAN AGE:</b> 61		<b>MEDIAN HHI:</b> \$88K	

## SHAPE

**EDITORIAL MISSION:**  
 Consumers will enjoy the content they love from *SHAPE* in a premium experience. Each issue will serve as the definitive resource for the woman who leads an active lifestyle. With visually stimulating and expansive features, each premium edition will deliver science-backed solutions in beauty and wellness, effective exercises and proven ways to optimize efforts—keeping her healthy, giving her confidence, and making her stronger in every way.

<b>ESTIMATED DISTRIBUTION:</b> 400K		<b>FREQUENCY:</b> 2X	
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## SWEET JULY

**EDITORIAL MISSION:**  
 Introducing *SWEET JULY*, Ayesha Curry's new magazine, focused on her approach to the most fulfilling life. In every issue, Ayesha shares her unique advice and perspective on food, family, faith, happiness, community and wellness—the core values that drive her. Ayesha also spotlights others creating an impact, celebrating the doers, makers, and groundbreakers who inspire her daily.

<b>ESTIMATED DISTRIBUTION:</b> 350K		<b>FREQUENCY:</b> 2X	
<b>MEDIAN AGE:</b> 37		<b>MEDIAN HHI:</b> \$64K	

## Southern Living

**EDITORIAL MISSION:**  
*Southern Living* brings enjoyment, fulfillment, and inspiration to our readers by celebrating the best of the Southern lifestyle. We inspire creativity in their homes, their kitchens, their gardens, and their personal style. We are relentless champions of our region, we celebrate a diverse and welcoming South, and we set the standard for excellence in Southern content.

<b>RATE BASE:</b> 2.8MM		<b>FREQUENCY:</b> 11X	
<b>AUDIENCE:</b> 13.1MM	<b>MEDIAN AGE:</b> 57	<b>MEDIAN HHI:</b> \$73.5K	

## TRAVEL + LEISURE

**EDITORIAL MISSION:**  
*Travel + Leisure* inspires and empowers the world's most curious and passionate travelers to travel more—and travel better. We help to elevate their experience through content and tools that serve them across their entire journey, from dreaming to planning to booking to traveling.

<b>RATE BASE:</b> 950K		<b>FREQUENCY:</b> 11X	
<b>AUDIENCE:</b> 5.9MM	<b>MEDIAN AGE:</b> 53	<b>MEDIAN HHI:</b> \$107.8K	

Source: MRI DoubleBase 2021; Parents Latina Reader Survey August 2019; Reveal MPP Reader Survey 2021; Sweet July SIM Reader Survey, 2020; June 2021 AAM Statements  
 UPDATED: 02/02/22

