

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.

BUYING POWER

- Spent over \$10 billion on direct purchases in the last year
- 59% took action as the result of reading an ad

RATE BASE: 7.6MM	AUDIENCE: 37.4MM	MEDIAN AGE: 52
FREQUENCY: 12X	MEDIAN HHI: \$68K	OWN HOME: 73%

FamilyCircle

EDITORIAL MISSION

Family Circle understands that women need to be up to date in order to navigate the most meaningful part of their lives—family. As her trusted curator, we offer candid advice and fresh ideas for everything from what to make for dinner to what keeps her up at night. There's a lot going on in her circle. We help her enjoy the ride and get to the good stuff.

BUYING POWER

- Spent over \$4 billion on direct purchases in the last year
- 57% took action as the result of reading an ad

RATE BASE: 4MM	AUDIENCE: 15.9MM	MEDIAN AGE: 57
FREQUENCY: 12X	MEDIAN HHI: \$61K	OWN HOME: 73%

SHAPE

EDITORIAL MISSION

To understand that being active and strong is more than an endgame; it's a source of personal joy and lasting reward. With the latest exercise, smart eating, vibrant beauty and motivation tips, plus the Love My *SHAPE* body confidence campaign devoted to nurturing your unique physique, *SHAPE* is the go-to resource to live the modern active lifestyle.

BUYING POWER

- Spent over \$2 billion on direct purchases in the last year
- 61% took action as the result of reading an ad

RATE BASE: 2.5MM	AUDIENCE: 5.9MM	MEDIAN AGE: 44
FREQUENCY: 10X	MEDIAN HHI: \$102K	OWN HOME: 68%

Living

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!

BUYING POWER

- Spent over \$2 billion on direct purchases in the last year
- 62% took action as the result of reading an ad

RATE BASE: 2.05MM	AUDIENCE: 8.4MM	MEDIAN AGE: 51
FREQUENCY: 10X	MEDIAN HHI: \$75K	OWN HOME: 72%

weddings

EDITORIAL MISSION

Martha Stewart Weddings provides couples with the ideas and inspiration they need to create a truly personal and beautiful day. As the Gold Standard for sophisticated and stylish brides and grooms, we offer the newest and very best in fashion, jewelry, beauty, stationery, registry, decorations, flowers, luxurious travel, and more. Our editors dream up the most creative ideas and share the planning solutions that our readers need to design an unforgettable event.

BUYING POWER

- An estimated \$52 billion bridal industry (annual spend)
- 87% refer back to previous issues

RATE BASE: 200K	AUDIENCE: 4.3MM	MEDIAN AGE: 32
FREQUENCY: 4X	MEDIAN HHI: \$113K	

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.

BUYING POWER

- Spent over \$1 billion on direct purchases in the last year
- 64% took action as the result of reading an ad

RATE BASE: 1.7MM	AUDIENCE: 6.1MM	MEDIAN AGE: 51
FREQUENCY: 10X	MEDIAN HHI: \$64K	OWN HOME: 68%

allrecipes

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.

BUYING POWER

- Spent nearly \$3 billion on direct purchases in the last year
- 65% took action as the result of reading an ad

RATE BASE: 1.4MM	AUDIENCE: 8.2MM	MEDIAN AGE: 45
FREQUENCY: 6X	MEDIAN HHI: \$80K	OWN HOME: 68%

EatingWell

EDITORIAL MISSION

Where Good Taste, Meets Good Health. For more than twenty years, *EatingWell* has been at the forefront of what Americans now embrace: the rewards of eating better. Our experts offer delicious recipes, balanced nutritional advice, thought-provoking stories and new ways to make healthy choices more exciting. Whether you're making changes big or small, *EatingWell* is a way of life, a place where everything is good.

BUYING POWER

- Spent over \$1 billion on direct purchases in the last year
- 71% took action as the result of reading an ad

RATE BASE: 1MM	AUDIENCE: 6.1MM	MEDIAN AGE: 51
FREQUENCY: 6X	MEDIAN HHI: \$63K	OWN HOME: 60%

Parents

EDITORIAL MISSION

Parents helps busy moms navigate the uncharted waters of parenthood with smart advice, a sense of humor and a feeling of community born of shared experiences. With an approachable attitude and lots of relatable voices, we inform, entertain and remind mom to nurture herself even as she nurtures her children. Our trusted advice helps moms feel confident as they make decisions about health, discipline, nutrition and more. We answer their questions, advocate for their causes and celebrate the fun of raising healthy, happy kids.

BUYING POWER

- Spent over \$3 billion on direct purchases in the last year
- 72% took action as a result of reading an ad

RATE BASE: 2.2MM	AUDIENCE: 12.8MM	MEDIAN AGE: 37
FREQUENCY: 12X	MEDIAN HHI: \$59K	OWN HOME: 58%

Parents Latina

EDITORIAL MISSION

Parents Latina guides Millennial moms in raising healthy, happy multicultural kids who are rooted in their family's heritage even as they shape America's future. Through our expert advice and the shared experience of other parents, we help moms understand everything from the health concerns that affect Latino children most to the benefits of bringing up bilingual babies.

BUYING POWER

- Spent over \$900 million on direct purchases in the last year
- 60% made a direct purchase in the last year

RATE BASE: 850K	AUDIENCE: 3.4MM	MEDIAN AGE: 35
FREQUENCY: 6X	MEDIAN HHI: \$49K	OWN HOME: 39%

FamilyFun

EDITORIAL MISSION

Great Memories Start Here. *FamilyFun* is dedicated to one thing: helping moms create amazing memories with their kids. Each page delights and inspires, giving women new ways to connect with their families through crafting, cooking, celebrating, traveling, volunteering, and more. By sharing real ideas for—and from—real families, *FamilyFun* is the go-to source for creating the experiences that last a lifetime.

BUYING POWER

- Spent over \$1 billion on direct purchases in the last year
- 69% took action as the result of reading an ad

RATE BASE: 2.1MM	AUDIENCE: 4.2MM	MEDIAN AGE: 43
FREQUENCY: 6X	MEDIAN HHI: \$65K	OWN HOME: 63%

fitPREGNANCY

EDITORIAL MISSION

Fit Pregnancy and Baby is for Millennial women who are the same smart, stylish people they've always been—just with a bump! From gender reveals to #waterbroke, today's moms are all in when it comes to new motherhood, and we help them savor it. *Fit Pregnancy and Baby* has the inside line on how celebrities tackle pregnancy, the latest style trends, plus smart advice for keeping a newborn happy and healthy while staying happy and healthy yourself. Because while we'd never dispute that carrying and caring for a baby can get messy, it's also The Most. Fun. Thing. Ever.

BUYING POWER

- 79% took action as the result of reading an ad

RATE BASE: 2MM	AUDIENCE: 7MM	MEDIAN AGE: 31
FREQUENCY: 11X	MEDIAN HHI: \$40K	OWN HOME: 44%

TRADITIONAL HOME

EDITORIAL MISSION

Traditional Home inspires design lovers to reinterpret classic elegance in a thoroughly modern, personal way. From home, garden and green living to fashion, beauty, entertaining and travel, *Traditional Home* is a celebration of quality, craftsmanship, authenticity and family—a trusted resource that respects the past, lives in the present and embraces products designed for the future.

BUYING POWER

- Spent over \$1 billion on direct purchases in the last year
- 68% took action as the result of reading an ad

RATE BASE: 850K	AUDIENCE: 4.3MM	MEDIAN AGE: 51
FREQUENCY: 8X	MEDIAN HHI: \$79K	OWN HOME: 73%

MidwestLiving

EDITORIAL MISSION

Midwest Living is the leading lifestyle media brand that explores the Midwest region, savors its uniqueness and celebrates its way of life. With a deep Midwest knowledge, spirit and relevance, the brand inspires its community to experience the best of the region in: Travel, Food, Home and Lifestyle.

BUYING POWER

- Spent nearly \$1 billion on direct purchases in the last year
- 68% took action as the result of reading an ad

RATE BASE: 950K	AUDIENCE: 3.7MM	MEDIAN AGE: 58
FREQUENCY: 6X	MEDIAN HHI: \$72K	OWN HOME: 83%

DIABETIC LIVING

EDITORIAL MISSION

The Source for Support and Inspiration. *Diabetic Living* inspires people to live well every day with diabetes. For over ten years, we've provided our engaged community with hope, support and the tools to care for themselves—or their loved ones—through approachable management tips, the latest in research, doable exercises, real-life weight loss plans, and good food for everyone.

BUYING POWER

- Spent nearly \$1 billion on direct purchases in the last year
- 41% made a direct purchase in the last year

RATE BASE: 500K	AUDIENCE: 6.7MM	MEDIAN AGE: 58
FREQUENCY: 4X	MEDIAN HHI: \$38K	OWN HOME: 58%