

25 BEAUTIFUL HOMIES

More real homes than any other magazine



Reader Profile:

Circulation	102,487
Readership	395,000
Average Age	48
ABC1	72%
AB	42%
Female	78%
Married	79%
Children	36%

Home Improvers :

78% are always looking for ways to improve their home

Almost twice as likely to regularly change the decorations in the home

Strong connection with magazines

They are over 3.5 times more likely than average to agree they cannot resist buying magazines

Twice as likely to agree magazines give them ideas on how to improve their homes

Spending :

Spent £271 million on their last holidays

Spent £126 million on clothing

Spent £50 million on kitchen appliances

Sources: ABC Jul-Dec 08, NRS Jan 08- Dec 08 (base adults), TGI Jul 07 -Jun 08

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