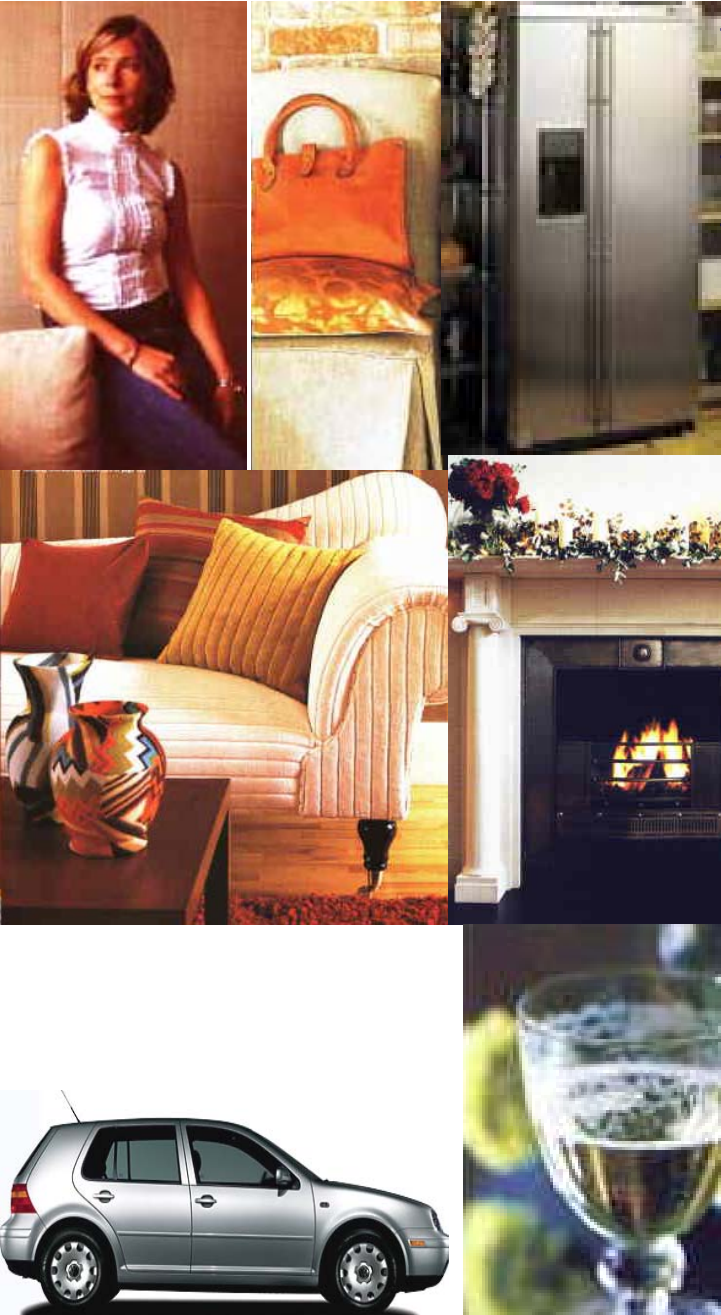


COUNTRY HOMES & INTERIORS

The Spirit of Modern Country Style



Reader Profile:

Circulation	88,518
Readership	344,000
Average Age	48
ABC1	71%
AB	34%
Female	69%
Married	77%
Children	30%

Readers are interested in food

56% spend a lot of time preparing food

68% like to try out new food products

80% get a lot of pleasure from food

82% like to try new recipes

And are high spenders:

Spent £90 million on clothing

Spent £46 million on jewellery & watches

Spent £130 million on furniture

They also like their magazines:

More than twice as likely to say they cannot resist buying magazines

76% get ideas on how to improve their home from magazines

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

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