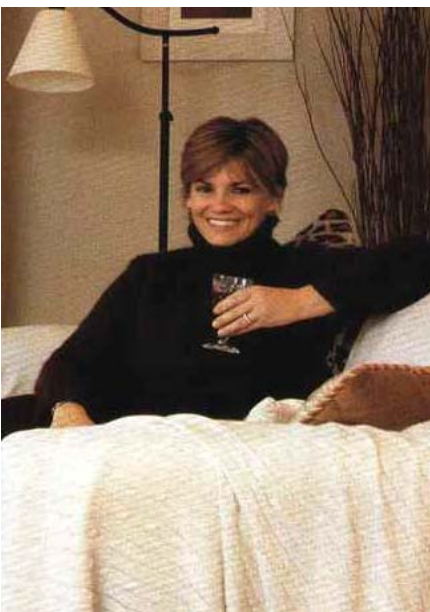


HOMES & GARDENS

The secret to living life beautifully



Reader Profile:

Circulation	140,264
Readership	893,000
Average Age	52
ABC1	71%
AB	36%
Female	76%
Married	77%
Children	26%

Quality seekers:

- 6 in 10 are prepared to pay more for good quality wine
- 1 in 3 readers only buy the best known brands
- They are 46% more likely than average to go for premium rather than standard goods and services

Love to indulge themselves:

- Three quarters of readers love to treat themselves to things they do not need
- They are 50% more likely to agree that they cannot resist buying expensive perfume/aftershave

Big spenders:

- £94 million on kitchen appliances
- £365 million on furniture
- £480 million on their last holidays
- £252 million on clothing

Sources: ABC Jul-Dec 08, NRS Jul-Dec 08 (base adults), TGI Jul07-Jun08

For more information, please contact:
 Sharon Goode 020 314 87631 sharon_goode@ipcmedia.com
 www.ipcadvertising.com