

Better Homes & Gardens

(Updated 5/2023)

Published by Dotdash Meredith, Better Homes and Gardens® is the trusted authority on American home and family life.

Gender: 80% Female/16% Male	Source: 55% DMS/51% DTP
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Counts and Rates:

2,109,988	Total Universe	\$115/M
2,109,988	Active Subscribers	\$115/M
115,898	1 Mo Hotline	+\$17/M
595,558	3 Mo Hotline	+\$12/M
820,307	6 Mo Hotline	+\$9/M
41,481	3 Mo COA	+\$12/M
	Expires	\$75/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

For the woman who reads BETTER HOMES AND GARDENS, home is where she creates her life story. It's her haven, where she raises her family, entertains friends, and celebrates life's big and small accomplishments. It's where she indulges her dreams and builds a world of her own. Home is her emotional center; it's where life happens. BETTER HOMES AND GARDENS recognizes this and inspires her with infinite possibilities for creativity and self-expression. Each issue delivers smart, approachable editorial on design and individual style, decorating and gardening, food and entertaining, and personal and family well-being. BETTER HOMES AND GARDENS helps her bridge the gap between dreaming and doing.

BETTER HOMES AND GARDENS subscribers maintain highly mail-interactive relationships with the magazine and its advertisers. They complete and mail BRM cards for literature, join clubs, and respond to the many direct print advertisers found in every issue.

DEMOGRAPHICS:

Median Age 45
Median Income \$67,000
Median Home Value \$209,000
Own a Home 79%
Married 66%

Selections:

1 Mo Hotline	\$17/M
3 Mo Hotline	\$12/M
6 Mo Hotline	\$9/M
Change of Address	\$12/M
DTP/DMS	\$12/M
Paid (98%)	\$12/M
State/Zip/SCF	\$10M
Gender	\$9/M
ZIP Select (4 or more)	\$15/M
Age	\$16/M
Income	\$16/M
Engagement Scores	\$16/M
Lifestyle Interests	\$16/M
3 rd Party Blow-In	\$10/M
Net Name (50M or more)	@85/8.50

Addressing (flat fee):

FTP/Email	\$65/F
Key Coding	\$3.50/M

Minimum Order: 10,000

Details:

15% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.

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