

Audience Duplication

DELIVERING AN EXCLUSIVE AUDIENCE OF HOME ENTHUSIASTS



On average, **88%** of *This Old House* readers **do not read** other shelter magazines

% Who Do Not Read

Veranda	98%
Elle Décor	95%
Sunset	93%
Coastal Living	93%
Midwest Living	92%
Handy	91%
Architectural Digest	90%
Traditional Home	90%
House Beautiful	85%
Martha Stewart Living	83%
Family Handyman	80%
Southern Living	80%
Country Living	78%
Better Homes & Gardens	54%

Source: MRI Doublebase 2010

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FOR MORE INFORMATION, PLEASE CONTACT YOUR *THIS OLD HOUSE* ACCOUNT REPRESENTATIVE

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