

Online Demographics

DELIVERING AN EXCLUSIVE AUDIENCE OF HOME ENTHUSIASTS



ThisOldHouse.com users:

Married homeowners in the **prime of their lives**

Median Age	51
Median HHI	\$68,643
Male	51%
Women	49%
Age 25-54	54%
Married	78%
Homeowners	88%
Audience Duplication (print-online)	23%

Source: @ Plan Spring 2009

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

NEW YORK 212.522.2076	CHICAGO 312.321.7859	ATLANTA 404.364.4029	LOS ANGELES 310.268.7140	SAN FRANCISCO 415.434.4046	DETROIT 248.988.7808
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