

Simmons Spring 2009

PUBLISHERS'S ESTIMATE AS OF FEBRUARY 2010



This Old House, America's No. 1 home improvement brand, empowers hands-on home improvers with inspiration, information and instruction that give them the confidence and know-how to take on any project—and succeed.

To create the prototype, use the scaling factors listed below:

Family Handyman @66.76

Real Simple @38.78

Methodology

This Old House is not measured on Simmons, but is conservatively prototyped based on an extensive analysis that takes into account the following:

- Editorial content and environment
- Circulation size
- A review of all shelter, lifestyle and DIY titles reported in Simmons
- A combination of Family Handyman, weighted at 70%, and Real Simple, weighted at 30%, was chosen and yields a similar demographic profile when compared to *This Old House's* measured profile in MRI
- A Reader-Per-Copy of 5.82, based on RPC from MRI Spring 2009, paired with our latest circulation of 966,342 yields a projected total audience of 5.6 million

Projected Reader

	INDEX
52 median age	-
\$67,814 median HHI	-
50% male	104
50% female	96
54% age 25-54	97
45% HHI \$75,000+	109
66% married	116
38% graduated college+	140
65% employed	102
80% own Home	110
22% remodeled past 12 months	143
19% plan to remodel next 12 months	123

Source: Publisher's estimate based on MRI Spring 2009

rev. 2/1/10

Questions regarding this prototype can be directed to Lori Jacobs at 212.522.1032 or lori_jacobs@timeinc.com

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
--------------------------	-------------------------	-------------------------	-----------------------------	-------------------------------	-------------------------