

2009 PROFESSIONAL ALLIANCES



AH&L INFLUENCES PROFESSIONALS

AH&L reaches industry professionals who influence buying decisions for their clients. Professional subscribers are requested and therefore are pre-qualified before each subscription is activated. This unique group consists of interior designers, architects, custom builders, remodelers and kitchen & bath professionals

These professionals refer to AH&L for:

Product information	52%
New ideas/trends/updates	40%
Networking/locating new business partners	18%



These professionals influence the selection or the purchase of the following:

Lighting	26%
Flooring/carpet/rugs	31%
Window/wallcovering/fabrics	16%
Furniture/accessories/art/antiques	37%
Kitchen/bath appliances/tile/marble/fixtures	31%



Source: AH&L 2004-05 Professional Subscriber Prequalification Survey