

# 2009 DEMOGRAPHICS

AH&L'S READERSHIP IS MORE AFFLUENT THAN THAT OF ANY OTHER MAGAZINE IN THE REGION

## DEMOGRAPHIC PROFILE



Average age of our readers	51
Ages 35-54	62%
Female readers	80%
Percentage of professional female readers	59%
Annual household income of \$200,000 or more	42%
Median household income	\$306,000
Average home value	\$545,000
Median household net worth	\$1.6 million
Investment portfolio of \$1 million or more	20%
Own a primary residence	98%
Own a residence valued at more than \$500,000	66%
Own a second home	33%
College graduates or higher	91%

OUR READERS REPRESENT A CONSUMER MARKET WITH UNEQUALLED BUYING POWER

### Plans to purchase in the next 12 months:

Home remodeling or decorating	74%
Luxury vehicle	40%
New primary home	26%
Second home	44%

INDEXED TO U.S. CONSUMERS, AH&L READERS ARE MORE LIKELY TO:

Add a room	420% more likely
Add a deck, pool or patio	414%
Remodel a kitchen	281%
Remodel a bathroom	240%