

# 2010 PROFESSIONAL ALLIANCES



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

## REACH THE INFLUENCERS

### AH&L readers who use a professional:

61%



### 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

31%



Flooring/carpet/rugs

46%



Window/wallcovering/fabrics

24%

Furniture/accessories/art/antiques

46%



Kitchen/bath appliances/tile/marble/fixtures

72%

Landscaping

17%



Source: AH&L Experian/Simmons Research Study 2009