



2010 DEMOGRAPHICS

AH&L readers have the highest household income and highest net worth of any other publication in the region—the right consumer market with unequalled buying power.

REACH YOUR TARGET

Average age of our readers	47
Ages 35-54	76%
Female readers	71%
Percentage of professional female readers	43%
Annual household income of \$200,000 or more	51%
Median household income	\$306,000
Average home value	\$654,500
Median household net worth	\$1.6 million
Investment portfolio of \$1 million or more	20%
Own a primary residence	89%
Own a residence valued at more than \$500,000	76%
Own a second home	16%
College graduates or higher	91%

Plans to purchase in the next 12 months:

Home remodeling or decorating	72%
Large household appliance	51%
Rugs/Carpet	46%
Kitchen/bath cabinets or fixtures	72%
Furniture	46%
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%

Source: AH&L Experian/Simmons
Research Study 2009