

HOMEFRONT

The art of living

EXCLUSIVE, CONTROLLED AND AUDITED DISTRIBUTION

Our controlled, custom distribution system delivers HOMEFRONT magazine to 31,400 of Canada's most affluent homeowners. Powerful opinion leaders and socially well connected, they read HOMEFRONT to discover the best, the unique and the timeless in Canada and around the world.



HOMEFRONT copies distributed

Bayview Village	1,460
Hogg's Hollow / Teddington Park / Bedford Park	2,650
Bayview & York Mills	1,400
Lawrence Park	1,150
Rosedale / Moore Park	2,470
Leaside	2,380
Forest Hill	1,820
Bloor	720
Baby Point	450
The Kingsway / St. George's	2,280
Oakville	2,240
Richmond Hill	2,100
Markham / Unionville	1,890
Cachet	1,650
Bookstores and magazine stands – Vancouver, Toronto	1,590
Design showrooms, Events	2,000
Special national mailing to:	
Interior designers, decorators, architects	1,150
Western edition, design showrooms – Vancouver, Calgary	2,000
Total number of HOMEFRONT copies distributed	31,400

PUBLISHED: Spring, Summer, Fall and Winter

Demographic Research Summary

- *Homefront* homes have an average household income of *more than double* the national average and **65%** higher than the Toronto average!
- *Homefront* readers have average personal income of *double* the national average and **70%** higher than the Toronto average!
- High levels of education, compared with the Toronto average
- Affluent and selective professionals (managers, owners of businesses and professionals)
- Strongly skewed to homeowners
- Age is at par with the general population of Toronto
- 53% female and 47% male, 59.9% married or with partner

Source: Statistics Canada

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