

**GOOD
HOUSEKEEPING**

2018

DELIVERING
YOUR BEST
PROSPECTS

X

Rate Base:
1,000,000

Total Audience:
6,243,000

Home Owners:
84.3%

Women 25-54:
43.7%

Median HHI:
\$99,208

Median Home Value:
\$317,400

Median HH Net Worth:
\$463,805

X

Source: GfK MRI Spring
2017, Adults

For more information or to
advertise, please contact
your local account representative
or Sara Rad, AP, Sales & Brand
Development, at srad@hearst.com
or 212.649.2550.

UPPER DEMOGRAPHIC EDITION: TREND WATCH

WHERE GOOD GETS EVEN BETTER

Good Housekeeping consumers have a passion for expressing themselves through great style and design, and millions of them have the buying power to translate that passion into action.

GH is thrilled to offer shelter and lifestyle advertisers the opportunity to target 1 million of our most affluent subscribers through our monthly upper demographic edition, Trend Watch.

The Trend Watch insert is selectively bound into the national magazine in between our far-forward shelter and fashion coverage, offering design- and style-conscious consumers an uninterrupted, immersive reading experience. By consumer demand, the section showcases on-trend design and style ideas through the lens of a single color story, offering a mix of inspirational room-by-room décor images and actionable market pages expertly curated to appeal to GH's most discerning consumers.



"Good Housekeeping represents a world in which home is life's headquarters—where we get ready to face the world, entertain friends, care for our families, indulge ourselves and express our creativity."

— Jane Francisco, Editor-in-Chief



UPPER DEMOGRAPHIC EDITION: TREND WATCH

DEMOGRAPHIC PROFILE

RATE BASE: 1,000,000

	AUDIENCE	% COMPOSITION
Total Adults	6,243,000	100.0%
Total Women	5,661,000	90.7%
Total Men	582,000	9.3%

	TREND WATCH			GOOD HOUSEKEEPING		
	Aud (000)	% Comp	Index	Aud (000)	% Comp	Index
Total Women						
Age 18-49	1,904	33.6	63	5,803	33.2	62
Age 25-54	2,731	48.2	95	7,456	42.7	84
Age 35-54	2,352	41.5	124	6,164	35.3	105
HHI \$50,000+	4,492	79.3	134	10,594	60.6	102
HHI \$75,000+	3,701	65.4	155	7,794	44.6	105
HHI \$100,000+	2,858	50.5	171	5,459	31.2	106
HHI \$200,000+	757	13.4	214	1,164	6.7	107
Married	3,739	66.0	129	10,173	58.2	114
Attended/Graduated College+	4,085	72.2	119	10,415	59.6	99
Live in A or B County	5,353	94.6	132	11,733	67.1	93
Employed	2,850	50.3	92	8,352	47.8	87
Working Mothers	1,245	22.0	101	3,047	17.4	80
Professional/Managerial	1,554	27.5	115	3,938	22.5	94
Own Home	4,768	84.2	129	13,157	75.3	115
Own Home Valued \$100,000+	4,624	81.7	150	11,042	63.2	116
Own Home Valued \$500,000+	993	17.5	193	1,502	8.6	95
Own Home Valued \$750,000+	360	6.4	165	565	3.2	84
Median Age	55.0 Years			57.3 Years		
Median Household Income	\$101,026			\$66,141		
Median Individual Employment Income	\$51,488			\$38,251		
Median Home Value	\$316,148			\$227,465		
Average HH Net Worth	\$601,813			\$416,197		
Average Household Size	3.09			2.83		
Average Number of Children	1.95			1.94		
Average Age of Children	10.60 Years			10.09 Years		

Source: GfK MRI Spring 2017

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TREND WATCH: 2018 ADVERTISING RATES

ISSUE DATES

2018 ISSUE	CLOSING DATES
January	10/12/17
February	11/9/17
March	12/8/17
April	1/11/18
May	2/8/18
June	3/8/18
July	4/12/18
August	5/10/18
September	6/8/18
October	7/12/18
November	8/9/18
December	9/10/18

NATIONAL RATE BASE 1,000,000

AD UNIT	4 COLOR	2 COLOR	BLACK & WHITE
Full Page	\$157,115	\$147,240	\$125,450
2/3 Page	\$117,885	\$107,940	\$93,995
1/2 Page or Digest	\$94,325	\$86,350	\$75,180
1/3 Page & Single Column	\$66,035	\$60,430	\$52,630

Note: Closing dates are subject to change