

Reader Profile

EDUCATED, AFFLUENT, HOMEOWNERS

- 9 of 10 have attended college
- Average household income is more than \$100,000
- Average home value is \$300,000

CONTINUALLY INVOLVED IN MAJOR HOME PROJECTS

- 2 of 3 are currently restoring/renovating
- More than 4 of 5 completed projects in the last 2 years
- More than 4 of 5 plan new projects in the next 2 years
- 5x more likely to renovate than the average U.S. adult population

HANDS-ON DECISION MAKERS

- Almost 4 of 5 do all/part of house restoration/renovation themselves
- They read and keep every issue
- Make the restoration brand purchasing decisions

ACTIVE BUYERS, INCLUDING MAIL ORDER AND ONLINE

- They take pride in their homes and consider design and decorating part of their restoration projects
- Purchase antiques, home furnishings, art and decorating products.
- 9 of 10 have ordered through the mail, phone, or the Internet in the last 12 months

Old-House Journal
delivers the heart of the restoration and renovation market
104,504 paid readership

Purchasing Behavior

OLD-HOUSE JOURNAL READERS ARE BUYERS

41.6% made a purchase as a result of seeing an advertisement in Old-House Journal in last 12 months

Source: subscriber study conducted by Mediamark Research Inc. (MRI)

ACTIONS TAKEN AS A RESULT OF READING OLD-HOUSE JOURNAL IN THE LAST 12 MONTHS

