

HABITAT

Madison Magazine reaches 127,000* readers with Habitat as one of their top five requested editorial topics.



Madison Magazine readers are...

- 88% more likely to own a home valued at \$300,000+
- 62% more likely to own a home valued at \$1,000,000+
- 32% more likely to have a household income of \$150,000+
- 43% more likely to buy new furniture in the next 12 months
- 80% more likely to shop for electronics/appliances at American TV & Appliance

...than the average adult.

**Source: The Media Audit, Demographic Study, December 2010, Google Analytics Web Traffic Report, January 2011*

Madison Magazine's Habitat reaches over 127,000 of the most affluent homeowners in the market!

<i>Number of readers who...</i>	<i>Madison Magazine</i>	<i>Brava</i>	<i>In Business</i>
Are women 18+	49,557	47,150	18,191
Are men 18+	46,186	12,375	21,837
Earn \$150,000+ household income	11,649	7,418	6,277
Are a business owner, partner, corporate officer	13,185	7,045	10,980
Have an advanced College Graduate	24,154	17,433	9,947
Plan new furniture purchase this year	12,976	8,299	7,242
Participate in lawn care/gardening	79,732	47,499	35,740
Plan to buy a new TV set in the next year	12,774	7,642	3,774
Currently have market value of home \$300k-\$399k	12,684	6,227	6,469
Currently have market value of home \$500k+	3,163	2,478	1,244
Shop for electronics/appliances at American TV & Appliance	37,009	20,821	10,616

Source: The Media Audit, Regional, Demographic Study, December 2010, Google Analytics Web Traffic Report, January 2011

Madison
MAGAZINE