

whom we reach

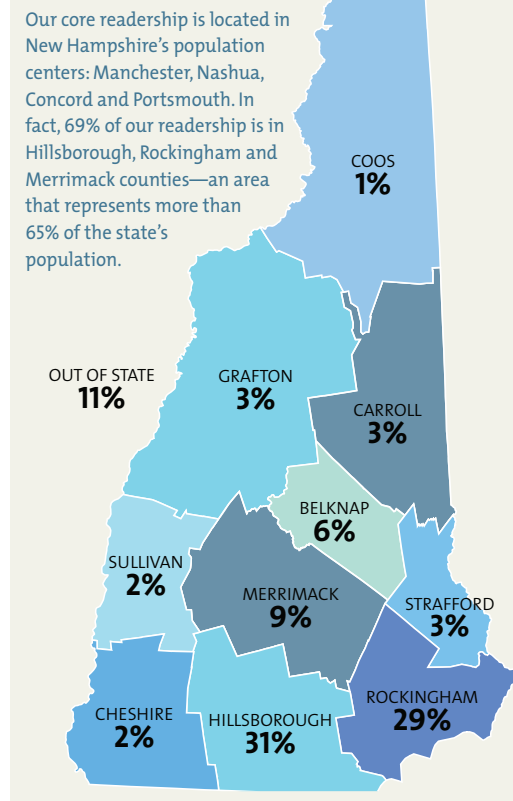
NEW HAMPSHIRE HOME reaches a desirable, affluent audience of homeowners who invest in their properties. We are targeted to highly qualified consumers who are looking for ideas on how to improve their living space inside and out.

- Circulation: 20,000 per issue
- Readership: 84,000 per issue*

DISTRIBUTION

- 13,000 to subscribers
- 4,000 to select newsstand locations
- 3,000 to trade professionals (including all members of AIANH, ASID, NHHBA) plus trade shows throughout the state, kitchen tours, home and garden events)

*Industry average of 4.2 readers per issue

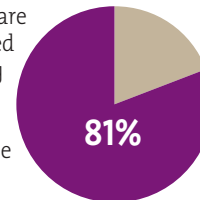


READER PROFILE

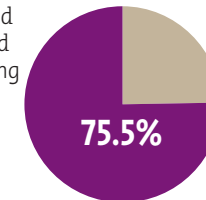


- On average, each copy of NEW HAMPSHIRE HOME is read by nearly four people
- A typical reader refers back to an issue nearly four times
- On average each reader spends approximately **75 minutes** with each issue
- One in four pass along NEW HAMPSHIRE HOME to friends or family

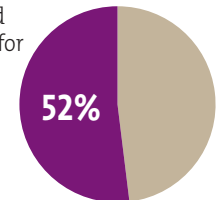
Readers are interested in seeing the ads in the magazine



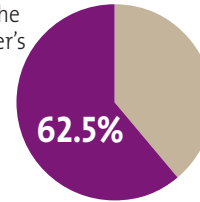
Respond to an ad by taking action



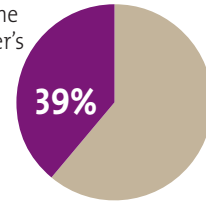
Clipped the ad for future follow-up



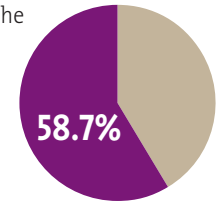
Visited the advertiser's website



Visited the advertiser's store



Saved the entire issue



- 61.2% plan to remodel or renovate in the next 24 months
- 64.1% will modify their yards and gardens in the next 24 months
- 50% plan to redecorate a room or space in the next 12 months
- 45% of readers will spend **more than \$25,000** on their remodeling/redecorating project

OUR AUDIENCE

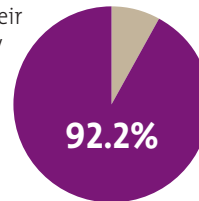
Average household income



Average net worth



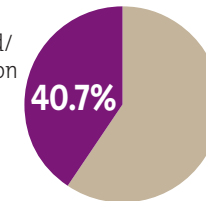
Own their primary home



Average primary home value



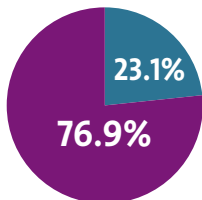
Own a second/vacation home



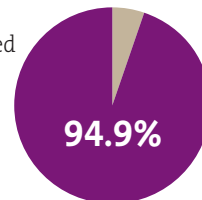
Average secondary home value



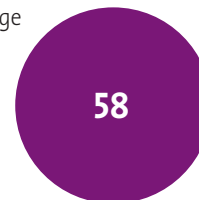
Female readers
Male readers



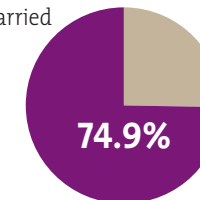
College educated



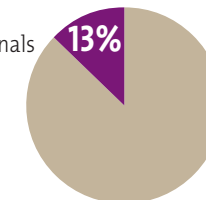
Average age



Are married



Are trade professionals



NEW HAMPSHIRE
HOME