

# MNI style & design



## MNI Style & Design readers are contemporary women with sophisticated style.

### READER PROFILE

Median Age: 49  
 Male/Female: 25%/75%  
 Median HHI \$72,785

Readers of the MNI Style & Design portfolio of magazines are sophisticated spenders who are passionate about fashion, interior design, travel, and entertaining. Their favorite magazines inform and inspire them to create beautiful homes that are a reflection of their personal style. With expert advice about cooking, travel, decorating, and the hottest trends in beauty and fashion, MNI Style & Design reaches savvy shoppers in **66 select markets**, nationwide.

### MNI Style & Design readers are

- Frequent entertainers, who enjoy showing off their homes to family and friends
- Culture enthusiasts, frequently attending dance performances, opera, live theater, museums, and art galleries
- Influential for education
- Actively involved in personal finance management
- The travel planner for the family, researching hotels, airfare, activities, resorts, and more

### Reach more female decision makers.

Target: Women, HHI \$75 thousand+, ages 25-54 % Reach (6 insertions)

**54%**

### MNI STYLE & DESIGN

23%

Martha Stewart Living

18%

Redbook

14%

Women's World

Source: GfK MRI, Doublebase 2011.



MEDIA NETWORKS, INC.

Very Targeted. Very Simple.

## Cooking Light

Dedicated to helping readers eat smart, be fit, and live well, *Cooking Light* offers a unique blend of epicurean sophistication and contemporary coverage of lifestyle issues like entertaining, fitness, health, beauty, travel, and shelter. Written for active, health-conscious women, *Cooking Light* helps readers achieve balance in every aspect of their multifaceted lives.

Median Age: 49  
 Male/Female: 16%/84%  
 Median HHI: \$77,025

## Country Living

Celebrating the way America lives, *Country Living's* focus on a casual approach gives readers the information they need to create their ideal environment—effortlessly and elegantly. *Country Living* inspires women to decorate, entertain, travel, collect, garden, and more with editorial features full of trends, ideas, and advice.

Median Age: 52  
 Male/Female: 23%/77%  
 Median HHI: \$61,385

## ELLE DÉCOR

*Elle Décor* offers inspiration for sophisticated, discerning home decorators seeking fine interiors and lavish exteriors. *Elle Décor* readers look forward to the magazine's revealing interviews of the world's hottest style-makers, and plan their next projects as well as their vacations while poring over its pages.

Median Age: 43  
 Male/Female: 11%/89%  
 Median HHI: \$69,189

## House Beautiful

Reaching affluent spenders, *House Beautiful* is a trusted resource in home décor. From the latest home furnishings and accessories to high-tech appliances, *House Beautiful* provides readers with exclusive and innovative editorial in each issue.

Median Age: 54  
 Male/Female: 13%/87%  
 Median HHI: \$69,731

## REAL SIMPLE

*Real Simple* readers are affluent and busy at home and at work, and they rely on the magazine to provide creative solutions to simplify their lives. With easy advice and helpful information about cooking, organizing, beauty, fashion, and more, *Real Simple* is a valuable resource for women who are the CEOs of the home.

Median Age: 46  
 Male/Female: 12%/88%  
 Median HHI: \$93,731

## This Old House

*This Old House* celebrates a deep appreciation of craftsmanship and fine design. Its how-to approach empowers readers with unique insight into the processes, techniques, and materials needed for both the financial investment and aesthetic transformation of their home into an ideal living space.

Median Age: 52  
 Male/Female: 55%/45%  
 Median HHI: \$71,578

## TRADITIONAL HOME

Each glorious issue of *Traditional Home* delivers striking interiors and fabulous garden designs, while teaching readers how to bring these looks into their own homes. *Traditional Home* appeals to sophisticated readers through classic designs and customs adapted for contemporary life.

Median Age: 48  
 Male/Female: 20%/80%  
 Median HHI: \$79,580

**For additional coverage of affluent women in your priority markets, consider adding:**



Source: GfK MRI, Doublebase 2011.



## 2012 Editorial Highlights

	MNI STYLE & DESIGN	COVER DATE	EDITORIAL HIGHLIGHTS	SUBSCRIBER SHIP DATE
<b>JUL.</b> Close 4/16/12	<i>Cooking Light</i>	July	Grilling	6/13
	<i>Country Living</i>	Jul/Aug	General Editorial	6/16
	<i>Elle Décor</i>	Jul/Aug	All-American Style	6/19
	<i>House Beautiful</i>	Jul/Aug	Small Spaces	6/26
	<i>Real Simple</i>	July	Food/Health: Snacking	6/5
	<i>This Old House</i>	July	Reader Contest/Moxie Awards	6/8
	<i>Traditional Home</i>	Jul/Aug	Summer Style	6/19
<b>AUG.</b>	<i>Cooking Light</i>	-	-	-
	<i>Country Living</i>	-	-	-
	<i>Elle Décor</i>	-	-	-
	<i>House Beautiful</i>	-	-	-
	<i>Real Simple</i>	-	-	-
	<i>This Old House</i>	-	-	-
	<i>Traditional Home</i>	-	-	-
<b>SEP.</b> Close 6/18/12	<i>Cooking Light</i>	September	Budget	8/15
	<i>Country Living</i>	September	The Makeover Issue	7/31
	<i>Elle Décor</i>	September	The Makeover Issue	7/31
	<i>House Beautiful</i>	September	Color Forecast	7/31
	<i>Real Simple</i>	September	Fashion	8/7
	<i>This Old House</i>	September	Cottage Style	8/17
	<i>Traditional Home</i>	September	The Influencers	7/31
<b>OCT.</b> Close 7/16/12	<i>Cooking Light</i>	October	Anniversary Issue	9/12
	<i>Country Living</i>	October	The Halloween Issue	9/4
	<i>Elle Décor</i>	October	Fashion Insiders At Home	9/4
	<i>House Beautiful</i>	October	Kitchen Of The Year	9/4
	<i>Real Simple</i>	October	Food: Month Of Easy Dinners	9/4
	<i>This Old House</i>	October	Budget Redo Blowout	9/21
	<i>Traditional Home</i>	October	The Legacy Issue	9/18
<b>NOV.</b> Close 8/20/12	<i>Cooking Light</i>	November	Holiday Cookbook; Thanksgiving, Done Right & Done Light	10/17
	<i>Country Living</i>	November	The Thanksgiving Entertaining Issue	10/9
	<i>Elle Décor</i>	November	Luxury Now	10/9
	<i>House Beautiful</i>	November	Entertaining	10/9
	<i>Real Simple</i>	November	Holiday/Money	10/2
	<i>This Old House</i>	Nov/Dec	TOH Top 100: Best New Home Products Of 2012	10/26
	<i>Traditional Home</i>	Nov/Dec	Holiday Luxe	11/13
<b>DEC.</b> Close 9/17/12	<i>Cooking Light</i>	December	Celebrations Of The Joys Of The Season	11/14
	<i>Country Living</i>	Dec/Jan	The Holiday Issue	11/13
	<i>Elle Décor</i>	December	Great Winter Getaways	11/13
	<i>House Beautiful</i>	Dec/Jan	What's New For 2013	11/13
	<i>Real Simple</i>	December	50 Gifts Under \$50	10/30
	<i>This Old House</i>	-	-	-
<i>Traditional Home</i>	-	-	-	

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Updated 1/25/12.



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<b>JAN.</b>	<i>Cooking Light</i>	-	-	-
	<i>Country Living</i>	-	-	-
	<i>Elle Décor</i>	-	-	-
	<i>House Beautiful</i>	-	-	-
	<i>Real Simple</i>	-	-	-
	<i>This Old House</i>	-	-	-
	<i>Traditional Home</i>	-	-	-
<b>FEB.</b>	<i>Cooking Light</i>	-	-	-
	<i>Country Living</i>	February	The White Issue	12/27/11
	<i>Elle Décor</i>	-	-	-
	<i>House Beautiful</i>	February	Makeovers	12/27/11
	<i>Real Simple</i>	February	Slow Cooker Dinners	1/3
	<i>This Old House</i>	-	-	-
	<i>Traditional Home</i>	Feb/Mar	It's All About Comfort	1/17
<b>MAR.</b>	<i>Cooking Light</i>	March	Comfort Food	2/15
	<i>Country Living</i>	March	What's Country Now	2/7
	<i>Elle Décor</i>	March	Rising Talents	1/31
	<i>House Beautiful</i>	March	Color Report	2/7
	<i>Real Simple</i>	March	Best Beauty Deals	1/31
	<i>This Old House</i>	March	Curb Appeal	1/27
	<i>Traditional Home</i>	-	-	-
<b>APR.</b> Close 1/17/12	<i>Cooking Light</i>	April	50 Fast & Healthy Recipes	3/14
	<i>Country Living</i>	April	The Garden/Outdoor Living Issue	3/6
	<i>Elle Décor</i>	April	The International Issue	3/6
	<i>House Beautiful</i>	April	Decorating Today	3/13
	<i>Real Simple</i>	April	Money: Save \$5,000 This Year	3/6
	<i>This Old House</i>	April	Lawn & Garden	3/2
	<i>Traditional Home</i>	April	Before & After	3/6
<b>MAY</b> Close 2/21/12	<i>Cooking Light</i>	May	Mexican	4/11
	<i>Country Living</i>	May	The Bargain Issue	4/10
	<i>Elle Décor</i>	May	The Outdoor Life	4/10
	<i>House Beautiful</i>	May	Advice Issue	4/17
	<i>Real Simple</i>	May	Cleaning: Ultimate Cleaning Product Road Test	4/3
	<i>This Old House</i>	May	The Power Of Paint	4/6
	<i>Traditional Home</i>	May	Traditional? Yes. Predictable? No.	4/10
<b>JUN.</b> Close 3/19/12	<i>Cooking Light</i>	June	Summer Cookbook	5/9
	<i>Country Living</i>	June	General Editorial	5/15
	<i>Elle Décor</i>	June	The A-List Issue	5/15
	<i>House Beautiful</i>	June	Quick Changes	5/22
	<i>Real Simple</i>	June	Organizing the Small Stuff	5/1
	<i>This Old House</i>	June	Outdoor Living	5/4
	<i>Traditional Home</i>	June	Design Confidential: British Attitude	5/15

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<b>AUG.</b>	<i>Cooking Light</i>	-	-	-
	<i>Country Living</i>	-	-	-
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COOKING LIGHT • COUNTRY LIVING • ELLE DECOR • HOUSE BEAUTIFUL • REAL SIMPLE • THIS OLD HOUSE • TRADITIONAL HOME

State	Market	Rate Base	Page Rate
AL	Birmingham	91,690	\$20,470
AZ	Phoenix/Tucson	93,130	\$20,790
CA	Los Angeles Metro	244,350	\$40,625
	Los Angeles*	141,440	\$28,995
	Orange County*	69,180	\$16,430
	Sacramento	60,040	\$14,260
	San Diego	69,300	\$16,460
	San Francisco	204,380	\$33,980
CO	Denver	141,350	\$28,975
CT	Connecticut	94,330	\$21,060
	Fairfield/Westchester	74,020	\$17,470
DC	Washington, D.C. Metro	150,650	\$29,375
FL	Jacksonville	65,960	\$15,665
	Miami/Ft. Lauderdale/Palm Beach	92,340	\$20,615
	Orlando	49,670	\$12,420
	Tampa/Sarasota	98,400	\$21,970
GA	Atlanta	133,630	\$27,395
IA	Cedar Rapids/Des Moines/Omaha	120,880	\$24,780
IL	Chicago	214,920	\$35,730
IN	Indianapolis	60,880	\$14,460
KS	Kansas City	65,010	\$15,440
KY	Louisville/Lexington	63,640	\$15,115
LA	New Orleans/Baton Rouge	62,850	\$14,925
MA	Boston	177,470	\$29,505
	Springfield/Worcester	53,770	\$13,445
MD	Baltimore	64,550	\$15,330
ME	Burlington/Manchester/Portland	122,200	\$25,050
MI	Detroit	108,090	\$22,900
	Grand Rapids/Lansing	90,440	\$20,190
MN	Minneapolis/St. Paul	131,710	\$27,000
MO	St. Louis	83,030	\$18,535
	Kansas City	65,010	\$15,440
NC	Charlotte/Greensboro	100,790	\$21,350
	Raleigh/Durham	73,430	\$17,440
NE	Cedar Rapids/Des Moines/Omaha	120,880	\$24,780
NH	Burlington/Manchester/Portland	122,200	\$25,050
NJ	New Jersey Metro	226,220	\$37,610

State	Market	Rate Base	Page Rate
	Northern New Jersey	133,860	\$27,440
	Southern New Jersey	92,360	\$20,620
NM	Albuquerque	32,600	\$7,620
NV	Las Vegas/Reno	38,400	\$9,600
NY	Albany	43,010	\$10,755
	Buffalo	37,340	\$9,335
	New York Metro	411,160	\$68,355
	Fairfield/Westchester	74,020	\$17,470
	Long Island	82,090	\$18,325
	New York City	121,190	\$24,845
	Northern New Jersey	133,860	\$27,440
	Rochester	43,140	\$10,785
	Rockland/Hudson Valley	46,310	\$11,580
OH	Cincinnati	99,310	\$22,170
	Cleveland	64,290	\$15,270
	Columbus	63,320	\$15,040
OK	Oklahoma City/Tulsa	68,540	\$16,280
OR	Portland	78,660	\$17,560
PA	Harrisburg/Lancaster/York*	49,460	\$12,365
	Philadelphia	119,060	\$24,405
	Pittsburgh	71,670	\$17,020
RI	Providence	29,870	\$7,620
SC	South Carolina	99,960	\$22,315
	Chattanooga/Knoxville	67,820	\$16,105
TN	Nashville	78,440	\$17,510
	Austin	63,590	\$15,105
TX	Dallas/Ft. Worth	146,240	\$29,250
	Houston	113,760	\$24,100
	San Antonio	57,260	\$14,200
UT	Salt Lake City	40,580	\$10,145
VA	Norfolk/Richmond	112,180	\$23,765
	Washington, D.C. Metro	150,650	\$29,375
VT	Burlington/Manchester/Portland	122,200	\$25,050
WA	Seattle/Tacoma	110,830	\$23,480
	Spokane	40,880	\$10,220
WI	Milwaukee	70,470	\$16,735

\*Traditional Home not available.

MNI Home is available 10x per year due to magazine publishing schedules.

