

# OLD-HOUSE INTERIORS

## AUDIENCE



**Old-House Interiors** readers are affluent and educated. They're involved in renovation and restoration in a big way. Two-thirds are currently renovating their homes. Their interest is not a fleeting fancy. Four out of five plan a new renovation within the next 12 months.

Our efforts have culled the most passionate readers from the decorating-magazine category. What that means for you is an unusually engaged and active audience.

### AT A GLANCE

Home ownership .....	96%
Male/Female split .....	18%/82%
Mean home value .....	\$394,200
Median home value .....	\$342,100
Mean household income .....	\$128,400
Median income.....	\$111,569
Average age .....	52
College educated.....	63%
Currently renovating/decorating home .....	55%
Style of home effect purchasing decisions .....	94%
Planning renovation/redecorating.....	84%
Current renovation average cost .....	\$98,300
Make purchases from ads in OHI .....	46%
Make repeat purchases from same company .....	60%
Ordered through mail, phone, internet within the last year.....	98%
Ordered through internet .....	94%
Ordered through mail .....	62%
Ordered through phone .....	70%

