



The New York Times called **Old-House Journal** “The Bible of restoration” and that is exactly how our audience views this publication.

Detail-oriented and well educated—with plenty of discretionary income—this audience includes individual homeowners and design professionals who refer to **Old-House Journal** for trusted solutions to their personal and professional restoration needs.

You’re sure to build long-term clients with this desirable group, many of whom are on their second or third whole-house restoration project. Historic-minded brands do well with this group.

### AT A GLANCE

- 46% female / 54% male
- Median age 50
- 72% married
- Median income \$103,000+
- 83% read every issue
- 50% spend more than 1 hour reading each issue
- 73% discussed and/or referred articles
- 52% have been working on their home for 2 to 4 years
- 48% have been working on their home for 5 to 10 years
- 94% are primary homes
- 67% are valued at \$200,000+
- 47% have lived in their homes 2 to 4 years
- 54% have lived in their homes 5 to 10 years
- 2 of 3 are currently renovating
- More than 4 of 5 have completed home renovation projects within the last two years
- More than 4 of 5 are planning new projects in the next two years
- Nearly 42% made a purchase as a result of seeing an advertisement in Old-House Journal
- 49.8% requested information on a product or service
- 30% ordered catalogs/brochures
- 15% specified a brand product

### TOP 5 STYLE OF HOME READERS “LIKE TO READ ABOUT”:

1. Victorian
2. Bungalows
3. Colonial
4. Greek Revival
5. Prairie

Source: Old-House Journal focus groups and reader surveys, conducted 2008

