

OUR READERS

GENDER

Female 86%
Male 14%

AGE

35-54 50%

AVERAGE HHI \$200,000+

WELL EDUCATED

Attended College 96%
College Graduate 57%
Advanced Degree 26%

ENGAGED

56% frequently purchase products or services from ads in *Midwest Home*

82% keep *Midwest Home* for one month or longer

CONSUMERS

78% plan to purchase furniture/home furnishings in the next year

28% plan to purchase major home appliances in the next year

68% plan to make improvements on their home in the next year

55% plan to use a landscaping service in the next year



DID YOU KNOW?

Midwest Home reaches

159,000

design-centric, engaged readers who have the discretionary income to purchase the products and services to enjoy the best in home design.

