

DEMOGRAPHICS

PRINT



WEBSITE

83%

LSM 7-LSM 10

17%

LSM 4-LSM 6

0%

LSM 1-LSM 3

Sources: AMPS 2014 (Jan-Dec), Effective Measure

DÉCOR

***79%** home and decor Influencers
93% enjoy home and décor content
86% own one or more houses
65% regularly decorate their homes
64% enjoy DIY activities



GARDENING

54% garden regularly
42% are interested in gardening, advice, trends and methods

FOOD AND ENTERTAINING

***70%** cooking influencers
85% enjoy content about cooking and entertaining
75% regularly cook for pleasure
71% enjoy hosting or attending dinner parties



PETS

"Our readers consider their pets to be part of the family," says editor Mary Jane Harris

ONLINE

80% have a Facebook account
59% purchase online
 Purchase home & kitchen items and media online

*INFLUENCERS

Brandmapp indicates Influencer Level by asking the following:

- How interested are you in the content category AND The likelihood of friends and family to ask your advice about a content category.
- More than 50% of the audience consider themselves to be highly influential to their networks in this content category.

ABOUT THE AUDIENCE

Sources: AMPS 2014 (Jan-Dec), CREAM 2014, BrandMapp 2014