City Lifestyle *Home Improvement Facts*

City Lifestyle is direct-mailed to the most affluent homes in our communities, reaching magazine readers who are super influential on all things “home.”

AUDIENCE PROFILE

66% Female, 34% Male

54 median age, 63% college educated

$149K median household income

$149K - City Lifestyle
$85K - House Beautiful
$83K - Country Living
$71K - Better Homes & Gardens

HOME ATTITUDES

- Heavy affluent magazine readers are **63% more likely** than the average affluent person to provide home decorating advice.
- Heavy affluent magazine readers are **29% more likely** than the average affluent person to regularly take on DIY home projects.
- Devoted magazine readers are heavy spenders in the Home & Garden category, spending **2.43x more** than the average affluent person, **59%** more than internet users and **90%** more than TV viewers.

PURCHASE INTENT AMONG CL READERS *(in the next 12 months)*

- **49%** are considering a furniture or home furnishings purchase.
- **24%** plan to purchase major home appliances.
- **32%** plan to purchase home improvements or home improvement supplies.
- **34%** plan to purchase lawn & garden supplies.
- **17%** plan to purchase home heating & air conditioning service or equipment.

2 out of 3

City Lifestyle readers regularly **purchase products or services** seen in ads from the magazine.

Secure your spot in our *Home issue.*

IN HOMES MARCH 2026

Sources: Ipsos Affluent Survey USA, Spring 2022, Magazine Media Factbook 2022, Circulation Verification Council 2024 Audit