



## Reader Profile

92% OF VERANDA'S AUDIENCE DO NOT READ OTHER DESIGN TITLES.

WOMEN.....	86.5%
MEN .....	13.5%
MEDIAN AGE .....	57.6
MEDIAN HHI.....	\$104,930
MEDIAN HOME VALUE .....	\$348,557
MEDIAN HH NET WORTH.....	\$546,562
HOME OWNERSHIP.....	81.8%
HHI \$100,000+.....	51.9%
HHI \$150,000+.....	32.9%
HHI \$200,000+ .....	19%
NOW MARRIED.....	58.9%
ANY COLLEGE .....	87.7%
GRADUATED COLLEGE OR MORE.....	57.5%
VALUE OF OWNED HOME \$250,000+ .....	52.9%
VALUE OF OWNED HOME \$400,000+ .....	34.9%
HH NET WORTH \$250,000+ .....	79.7%
HH NET WORTH \$500,000+.....	53%