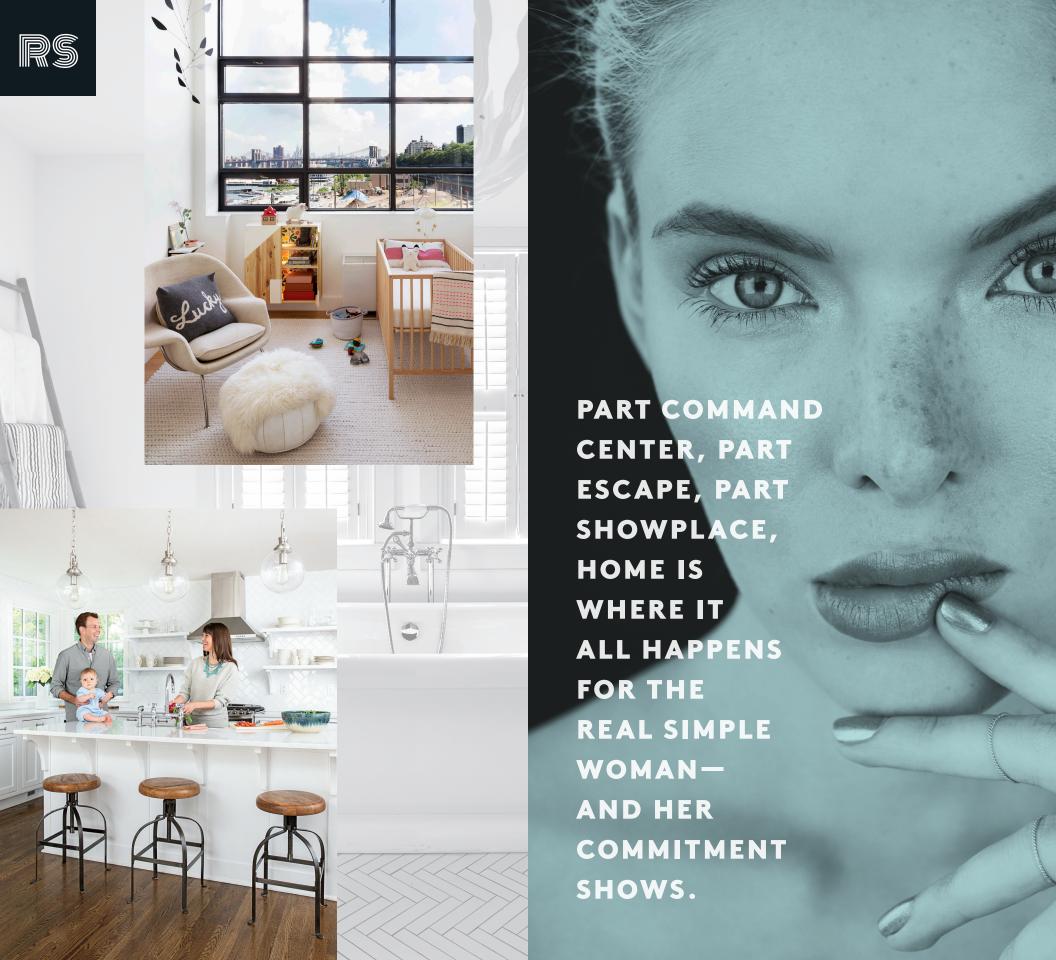
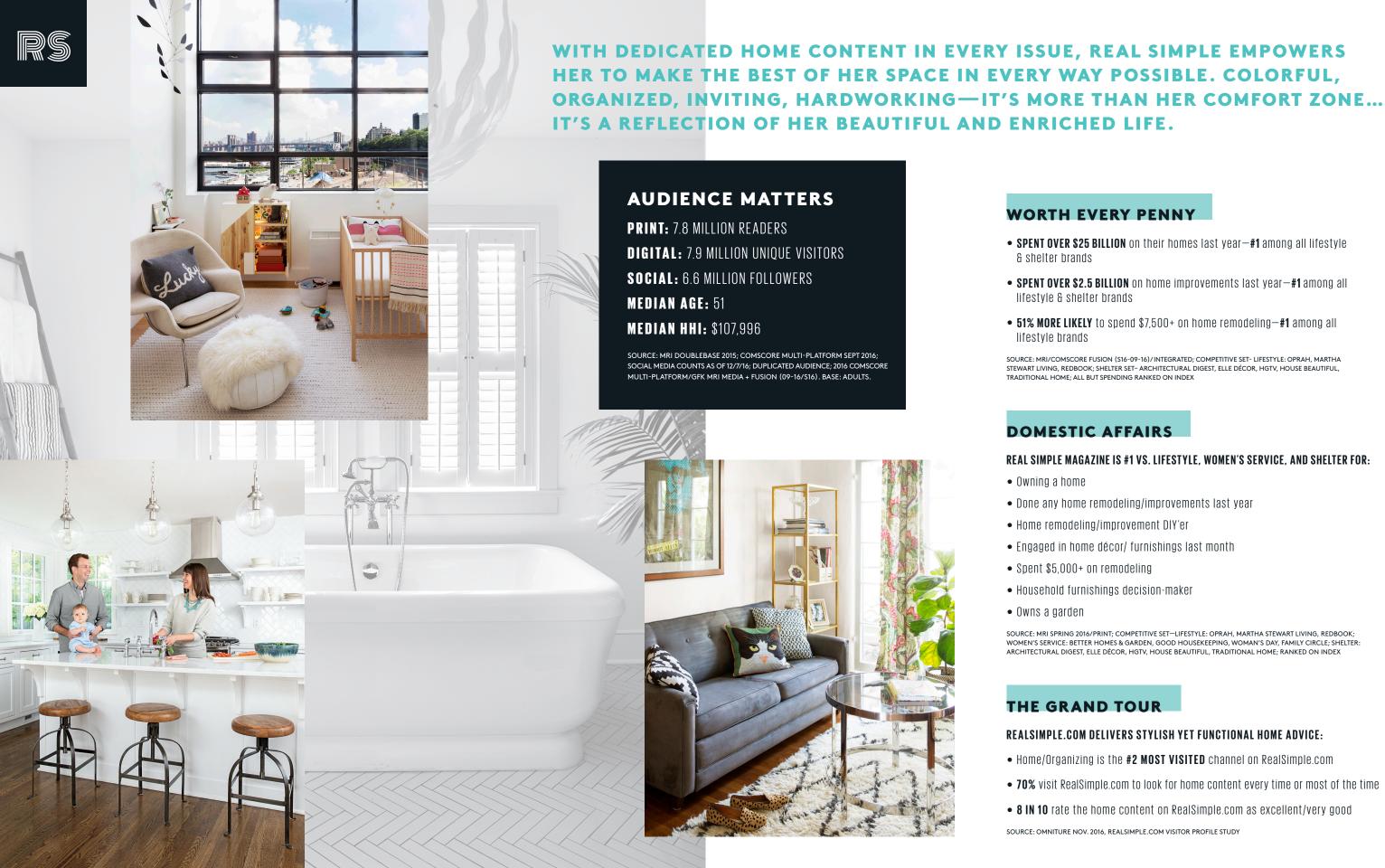


# MASTER OFHER DOMAIN







## **WORTH EVERY PENNY**

- SPENT OVER \$25 BILLION on their homes last year-#1 among all lifestyle & shelter brands
- **SPENT OVER \$2.5 BILLION** on home improvements last year-#1 among all lifestyle & shelter brands
- 51% MORE LIKELY to spend \$7,500+ on home remodeling—#1 among all lifestyle brands

SOURCE: MRI/COMSCORE FUSION (S16-09-16)/INTEGRATED; COMPETITIVE SET- LIFESTYLE: OPRAH, MARTHA STEWART LIVING, REDBOOK; SHELTER SET- ARCHITECTURAL DIGEST, ELLE DÉCOR, HGTV, HOUSE BEAUTIFUL, TRADITIONAL HOME: ALL BUT SPENDING RANKED ON INDEX

# **DOMESTIC AFFAIRS**

## REAL SIMPLE MAGAZINE IS #1 VS. LIFESTYLE, WOMEN'S SERVICE, AND SHELTER FOR:

- Owning a home
- Done any home remodeling/improvements last year
- Home remodeling/improvement DIY'er
- Engaged in home décor/ furnishings last month
- Spent \$5,000+ on remodeling
- Household furnishings decision-maker
- Owns a garden

SOURCE: MRI SPRING 2016/PRINT; COMPETITIVE SET-LIFESTYLE: OPRAH, MARTHA STEWART LIVING, REDBOOK; WOMEN'S SERVICE: BETTER HOMES & GARDEN, GOOD HOUSEKEEPING, WOMAN'S DAY, FAMILY CIRCLE; SHELTER: ARCHITECTURAL DIGEST, ELLE DÉCOR, HGTV, HOUSE BEAUTIFUL, TRADITIONAL HOME; RANKED ON INDEX

# THE GRAND TOUR

### REALSIMPLE.COM DELIVERS STYLISH YET FUNCTIONAL HOME ADVICE:

- Home/Organizing is the #2 MOST VISITED channel on RealSimple.com
- 70% visit RealSimple.com to look for home content every time or most of the time
- 8 IN 10 rate the home content on RealSimple.com as excellent/very good

SOURCE: OMNITURE NOV. 2016, REALSIMPLE.COM VISITOR PROFILE STUDY

