



Our Readership — new invigorating adopters

As a home improvement and design publication mailed directly to select home owners, *Solutions At Hand*[™] appeals to readers who love their homes and gardens. This consumer readership study¹ illustrates how involved our readers are with their homes and what action they are taking from the magazine's creative ideas.

Solutions At Hand[™] readers...

97% of our readers spend 15 minutes or more with the magazine.

Who are Solutions At Hand[™] readers?²

Demographics:

- 59% Female
- 43% Male
- 63% Age 31-55
- 74% College graduates

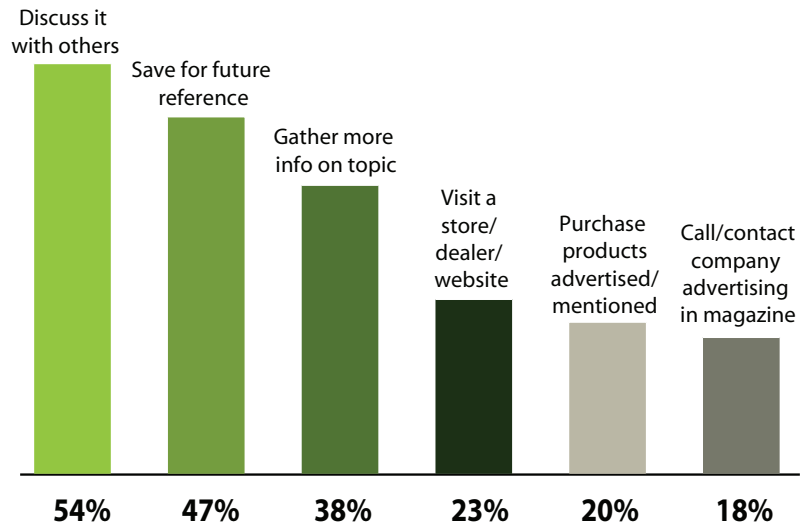
Home Statistics:

- \$159,686 Avg. household income
- \$399,654 Avg. home value

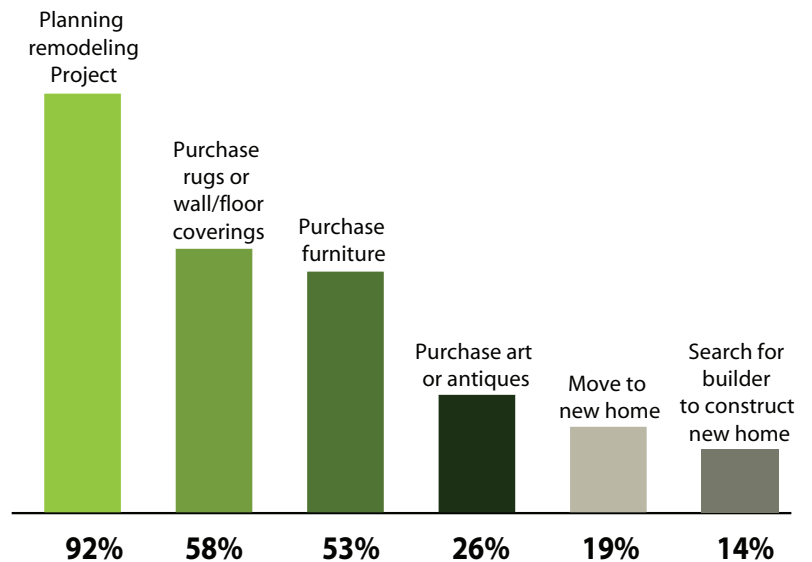
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Action Taken

(After reading *Solutions at Hand*[™])



Planning Home Improvements



1. Readership study conducted by Lynx Research Consulting, August 2006.
 2. Data compiled and obtained from *infoUSA* of actual recipients of the magazine.