



## Demographics

# New York House is Unique!

*New York House is a unique magazine in that it offers you both the benefits of a specialty magazine and a Business-to-Business (B2B) magazine.*



**B2B magazines allow you to zero in on your target audience. More readers of specialty and trade magazines are potential purchasers of your product or service than would be true of a general readership publication.**

Specialty and B2B magazines tend to be thoroughly read, not scanned, and ads often work well in these vehicles. Mail-order products, especially in narrow fields in which products are not readily available at the retail level, tend to net good results from specialty magazine advertising.

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### Who are our readers?

**71% Women**

PERCENTAGE OF PURCHASING OR LIFE DECISIONS MADE BY WOMEN :

- 94%** Home Furnishings
- 92%** Vacations
- 91%** Houses
- 80%** D.I.Y. (major "home projects")
- 51%** Consumer Electronics
- 68%** Cars
- 83%** All consumer purchases
- 89%** Bank Account
- 67%** Household investment decisions
- 70%** Small business loans/biz starts
- 80%** Health Care

Source Business Week

- 66%** Attended College
- 40%** Own or partner in a firm
- 15%** Member of a board of directors or trustee
- 65%** Household Income over \$100,000+
- 78%** Homes are worth \$400,000 or more
- 33%** Live here year round
- 44%** Own more than one property

### Our readers plan to:

- 52%** Remodel or redecorate
- 40%** Hire a landscaper
- 30%** Hire an interior designer
- 54%** Hire a builder or contractor
- 57%** Plan to purchase a new home
- 45%** Plan to purchase a second home