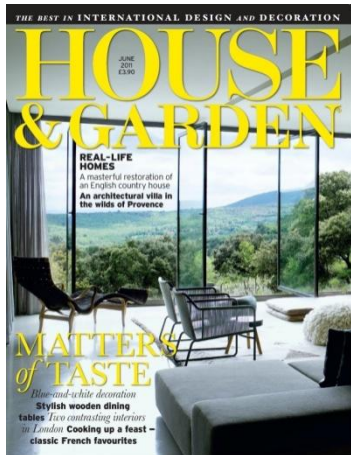
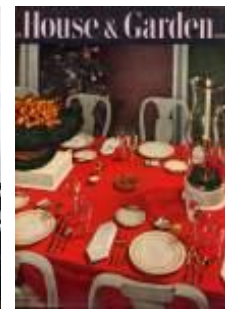


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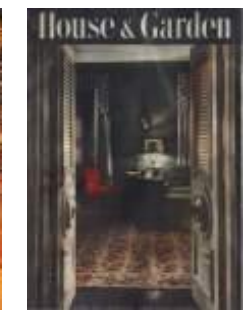
THE BEST IN INTERNATIONAL DESIGN AND DECORATION



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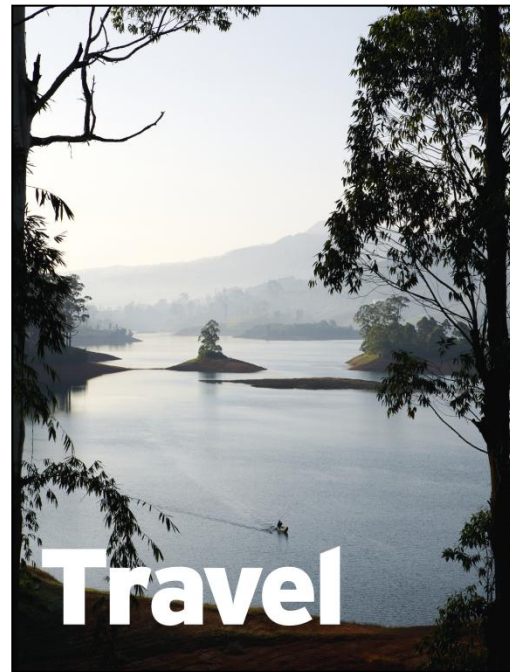


HOUSE & GARDEN

Editorial DNA

HOUSE & GARDEN COVERS
“THE WELL-LIVED LIFE”.

AS WELL AS COVERING THE
MOST BEAUTIFUL HOMES
AND GARDENS, HOUSE &
GARDEN EXTENSIVELY
FEATURES TRAVEL, WINE &
FOOD, LIFESTYLE AND
SHOPPING.



Insider

decorator's notebook • swatch • shopping • focus

Decorator's notebook
Gabby Deeming searches for the most stylish ideas for the home

- 1 These iron-toned tables – from top of pair: 'Ripa' (Olivier Tobin), 'Angelo' (Dove), 'Ripa' (Olivier Tobin) and 'Fringo' – cost from £20 for a matching set of four from The Little White Co.
- 2 Christian Lacroix's belief in sustainability is epitomised in these adaptable and rock-heron 'Nudge' side tables, by Sophie Lacroix, £18 x 37" x 40cm and £22 x 37" x 40cm, £5,980 each at Christian Lacroix.
- 3 Available in an array of pretty colours, these jewel-like, glass 'Rainbow Tea' tea bowls – pictured, from left, in purple, turquoise, emerald and grey – are £5.50, 100cm, and cost £20 each, from Manmade Interiors.
- 4 This painted-glass compartment is part of John Derham's 'Taste' top-the-topper collection. It is 20cm high and costs £345, at Designers Guild.
- 5 Mossemer is a family business established over 100 years ago. Today, it blends traditional and modern design with the design-forward, minimalist aesthetic of a style boutique – epitomised in 'Corolla' by Erico, which measures 37" x 20" x 48cm, and costs £3,050. For wallpaper ideas, turn to page 99.

JULY 2011 HOUSE & GARDEN 15

wine & food

Recipes | Short orders | Taste notes

FROM TOP: Chilled cappuccino of melon and spring greens with crisp prosciutto. Asparagus tart with glazed hazelnuts. Tartare of mackerel with pickled fennel.

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The Facts

CIRCULATION:	127,611
READERSHIP:	638,000
SUBSCRIPTIONS:	37,759
AB READERS:	45%
ABC1 READERS:	76%
AVG. HHI:	£101,400
MALE/FEMALE:	32:68
AVG. AGE:	50
LONDON / SE:	58%

Sources: ABC January-June 2011 (print and digital figure) / NRS January-June 2011 /
House & Garden Reader Survey November 2008



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The Readers

- 45% AB (INDEX 169)
- 15% PENETRATION OF HOMES WORTH £1M+
- FIVE TIMES MORE LIKELY TO OWN A HOME WORTH £1M+
- AGED 45+ 62%
- AGED 25-44 32%
- AVERAGE HOUSE VALUE: £891,000
- 46% OWN THEIR HOMES OUTRIGHT
- MORE AB READERS THAN HARPERS BAZAAR, VANITY FAIR AND TATLER COMBINED
- A GENUINE, HIGH VOLUME AFFLUENT AUDIENCE



HOUSE & GARDEN

Unique Audience

54% OF HOUSE & GARDEN READERS DON'T READ ANY OTHER *upmarket home interest* TITLE.

79% OF HOUSE & GARDEN READERS DON'T READ ANY OTHER *upmarket women's* TITLE.

Percentage of readers who don't read...

HOMES & GARDENS:	67%
COUNTRY LIVING:	84%
ELLE DECORATION:	92%
WORLD OF INTERIORS:	95%
VOGUE:	81%
TATLER:	94%
VANITY FAIR:	95%
HARPER'S BAZAAR:	95%



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Spend on home

OVER THE LAST THREE YEARS,
HOUSE & GARDEN'S AB
READERS HAVE SPENT AN

AVERAGE OF **£13,205**
ON THEIR HOMES -

73% MORE THAN THE
AVERAGE *ab* CONSUMER.



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Supplements

& special sections

ISSUE	SECTION / SUPPLEMENT	FINAL SIGN OFF DATE
February 2012 on sale: 6 th January 2012	Editorial: Lighting feature	29 th November 2011
March 2012 on sale: 3 rd February 2012	Editorial: Bathrooms Promotions (section): <i>Perfect Getaways</i> ; short-haul escapes, including European resorts, hotels and villa rentals	4 th January 2012
April 2012 on sale: 3 rd March 2012	Editorial: London Design Week Promotions (section): <i>Family Travel</i> , everything for family travellers, from stress-free beach destinations to adventure holidays Promotions (supplement): <i>Design Centre Chelsea Harbour</i>	31 st January 2012
May 2012 on sale: 7 th April 2012	Editorial (section): Outdoor Living editorial (supplement): <i>Hotels by Design</i> – a stand alone, editorial supplement dedicated to world-wide hotel design, which explores the overlap and influence design in hotels and the home	7 th March 2012
June 2012 on sale: 5 th May 2012	Editorial: Summer Living Special Section: 100 Top Designers	4 th April 2012
July 2012 on sale: 2 nd June 2012	Editorial (feature): Beds and bedlinen Promotions (supplement): kitchens & bathrooms Special Section: 100 Top Designers	29 th April 2012

ISSUE	SECTION / SUPPLEMENT	FINAL SIGN OFF DATE
August 2012 on sale: 7 th July 2012	Editorial: Kitchens	6 th June 2012
September 2012 on sale: 4 th August 2012	Editorial: Conservatories; flooring	4 th July 2012
October 2012 on sale: 1 st September 2012	Editorial: London Design Festival preview Promotions (supplement): <i>Design Centre Chelsea Harbour</i>	1 st August 2012
November 2012 on sale: 6 th October 2012	Editorial (supplement): Green by Design Editorial (feature): Tableware Promotions (section): <i>Great Escapes & Spas</i> ; long-haul escapes, including tropical beach resorts worldwide	5 th September 2012
December 2012 on sale: 3 rd November 2012	Editorial (section): Christmas gifts, decoration and food <i>Gourmet</i> supplement	3 rd October 2012
January 2013 on sale: 1 st December 2012	Editorial (section): Winter Living promotions (supplement): <i>Gourmet Travel</i> , featuring the most exciting foodie destinations around the world, this stand-alone supplement contains a wealth of ideas and inspiration for today's traveller	31 st October 2012