

# Beautiful KITCHENS

The UK's BEST-SELLING kitchens magazine



## Reader Profile:

Circulation	20,575
Own home outright	28%
Own a second home:	13%
Female	96%
Married	67%
Children	55%
Working	51%

## Affluent readers of all tastes and lifestyles :

Live in family homes worth £250,000 or more	41%
Have a family income of £30,000 plus per year	64%

## The only valued and trusted kitchen information source:

Have responded to a competition	27%
Inspired by the magazine to create their dream kitchen	69%
Use an image from a kitchen magazine as a starting point for decorating ideas	70%

## 83% of readers are planning to redecorate/ redesign their kitchens within the next year:

Planning to spend between £5,000 to £20,000 plus on their kitchen	54%
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Source: Reader Survey Spring 2003/ ABC Jul-Dec 09

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