

COUNTRY HOMES & INTERIORS

The Spirit of Modern Country Style



Reader Profile:

Circulation	87,326
Readership	365,000
Average Age	48
ABC1	71%
AB	34%
Female	69%
Married	77%
Children	41%

Strong connection with their magazine:

29% more likely to say they cannot resist buying magazines

71% get ideas on how to improve their home from magazines

Readers are food lovers

57% agree their family spends a lot on food

56% like to try out new food products

75% get a lot of pleasure from food

82% like to try new recipes

Average spend in last 12 months:

£693 on lounge / living room furniture

£1,050 on bedroom furniture

Sources: ABC Jul-Dec 09, NRS Jul 08 - Jun 09, (base adults)
TGI July 08 - Jun 09

For more information, please contact:

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