

READER PROFILE READER FACTS 2008

GARDEN DESIGN readers are affluent, educated and successful people who view their homes—both indoors and out—as a creative expression of self.

Total Circulation	255,018
Male/Female	31%/69%
Married	89%
Children in Household	49%
Median Age	48
Median Household Income	\$108,278
Median Total Asset Value (including principal residence)	\$821,326
Own 2+ Homes	32%
Attended College+	71%