

# Affluent audience



## Among leading lifestyle magazines, Sunset is:

FIRST—BASED ON HHI \$100K+ AND HOME VALUE \$500K+

	INDEX
<b>1. Sunset</b>	<b>397</b>
2. Architectural Digest	381
3. Condé Nast Traveler	373
4. Wine Spectator	345
5. Dwell Magazine	328
6. Travel + Leisure	324
7. More	303
8. Bon Appétit	289
9. Coastal Living	258
10. Traditional Home	248

FIRST—BASED ON HOME VALUE

	MEDIAN HOME VALUE
<b>1. Sunset</b>	<b>\$395,488</b>
2. Architectural Digest	\$341,510
3. Condé Nast Traveler	\$338,779
4. Dwell Magazine	\$336,924
5. Wine Spectator	\$330,246
6. Bon Appétit	\$321,733
7. Travel + Leisure	\$319,205
8. Elle Decor	\$293,742
9. More	\$291,048
10. Coastal Living	\$288,430

FOURTH—BASED ON NET WORTH

	MEDIAN NET WORTH
1. Condé Nast Traveler	\$925,202
2. Wine Spectator	\$871,001
3. Architectural Digest	\$836,876
<b>4. Sunset</b>	<b>\$794,319</b>
5. Bon Appétit	\$754,225
6. Travel + Leisure	\$740,590
7. Arthur Frommer's Budget Travel	\$726,535
8. Coastal Living	\$724,675
9. Saveur	\$724,512
10. Dwell	\$720,237