

Home furnishings



Westerners spend more on home furnishings

The West has the most valuable homes in the nation—55% above the U.S. average.

Westerners with household incomes of \$100,000 or more are:

- 36% above average for spending \$15,000 or more on flooring.
- 48% above average for spending \$10,000 or more on wall coverings.

Sunset readers invest in their homes

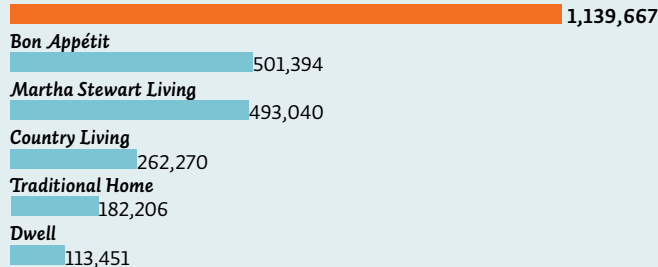
Sunset is the #1 magazine for delivering consumers with homes valued at \$500,000 or more—289% above average.

Sunset readers with household incomes of \$100,000 or more are:

- 132% above average for spending \$15,000 or more on home furnishings.
- 271% above average for spending \$15,000 or more on flooring.
- 212% above average for spending \$10,000 or more on window treatments.

13 Western states circulation

Sunset



Source: 6/30/10 ABC Statements

Sunset delivers more Western households than five leading shelter and epicurean magazines.