

Home remodeling



The West leads the country for home improvement expenditures

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

The West is the top region for purchasing:

- Kitchen appliances—57% above average for spending \$15,000 or more.
- Home maintenance materials—70% above average for spending \$15,000 or more.

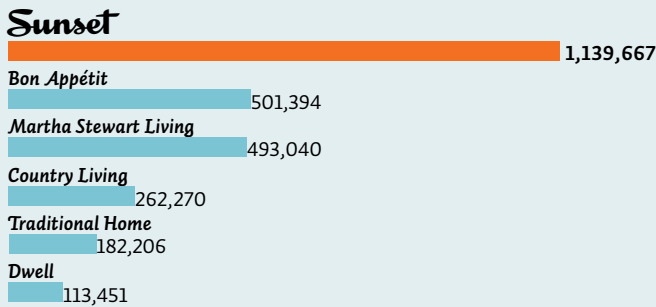
Sunset is the blueprint for success in the West

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

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

- 75% above average for spending \$50,000 or more on home remodeling services.
- 117% above average for spending \$10,000 or more on kitchen appliances.
- 123% above average for spending \$5,000 or more on windows/doors.

13 Western states circulation



Source: 6/30/10 ABC Statements

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

