

The West



The West is well above average for overall economic vitality versus the rest of the country

	INDEX (% U.S. = 100)	
	WEST	REST OF U.S.
Net worth \$1 million or more	115	95
Spent \$40,000 or more on a new vehicle	141	88
Spent \$6,000 or more on foreign vacations past 12 months	142	87
Median Household Income	\$65,497	\$58,313
Median Home Value	\$283,993	\$180,012

Sources: 2011 Doublebase GfK MRI; 2011 Ipsos Mendelsohn Affluent Survey, HHI \$100K+

Sunset brings you the West

The *Sunset* reader is the quintessential Westerner. The West's scenic beauty, temperate climate, diversity, trendsetting ways, and immense prosperity foster a very active, enjoy-life-to-the-fullest lifestyle.

- *Sunset* delivers nearly one in every five (19%) affluent Western households (household income \$150,000 or more, home value \$500,000 or more, college degree or higher)
- *Sunset's* Western circulation (1,134,333) is greater than the Western circulation for:
 - Four travel magazines combined: *Condé Nast Traveler*, *Arthur Frommer's Budget Travel*, *National Geographic Traveler*, *Travel + Leisure* (852,095)
 - Three epicurean magazines combined: *Bon Appétit*, *Food Network*, *Food & Wine* (993,598)
 - Four shelter magazines combined: *Martha Stewart Living*, *Traditional Home*, *Dwell*, *House Beautiful* (896,663)

Can you afford to miss this opportunity?

Deliver your marketing message to the strongest region in the United States via its most trusted authority. Call your *Sunset* Magazine representative today for a customized marketing proposal.

The West is the fastest growing & most unique region

	WEST	REST OF U.S.
Projected population growth (2000-2030)	45.8%	24.4%
Number of national parks	38	17
Sunniest cities	9 of top 10	1 of top 10

	% above/below average	
Agree:	WEST	REST OF U.S.
Risk-taking is exciting to me	+14%	-4%
I enjoy being the center of attention	+14%	-4%
I seek out variety in my everyday life	+11%	-3%

Sources: U.S. Census, Interim State Population Projections, 2005; U.S. National Parks; NOAA National Data Centers, U.S. Dept. of Commerce; 2011 Doublebase GfK MRI; 6/30/11 ABC Statements

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