

GOOD HOUSEKEEPING

EDITORIAL PROFILE

Good Housekeeping magazine - in tandem with the Good Housekeeping Institute and the Good Housekeeping Seal - is the foremost symbol of consumer protection and quality assurance in America. Each issue delivers a unique mix of trusted information, inspirational and personal stories, and closely researched investigations and reports that sets it apart as a contemporary classic.

CIRCULATION

Rate Base: 4,300,000

Audience: 23,110,000

AUDIENCE PROFILE

GENERAL	
Median Age	53.3
Median HHI	\$58,581
EDUCATION	
Attend College	57%
EMPLOYMENT	
Employed	54%
Working Mothers	23%
LIFESTYLE	
Married	53%
Children	36%
Home Owners	69%

EDITORIAL TOP FIVE CATEGORIES

- Health
- Food, Drink & Nutrition
- Home, Building & Gardening
- Fashion
- Culture/Self Help/Relationships



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