

2015

# Readership Survey



**HOMES & LAND**  
HOMESANDLAND.COM

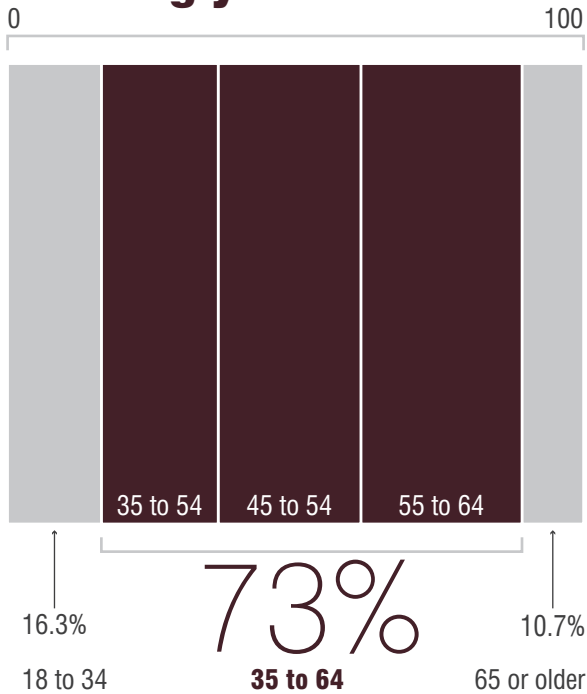


Reaching the right audience at the right time  
Our readers are prime buyers and sellers

# Our readers are qualified ...

## PRIME BUYERS

a majority are ages 35-64 — in their **peak home buying and selling years**



## AFFLUENT

30%

have a household income of **\$100,000 or more**, compared to a national average of 20%

## HOUSEHOLD STATUS

62%

of our readers **are married**

## ESTABLISHED

68%

live in a detached **single family home**

Readers would be **more likely to trust** a company or real estate professional that consistently advertises in the following:

<b>Local Magazine</b> .....	<b>75%</b>
(like Homes & Land)	
Real Estate Website .....	60%
Company Website.....	43%
Newspaper.....	37%
Social Media .....	21%

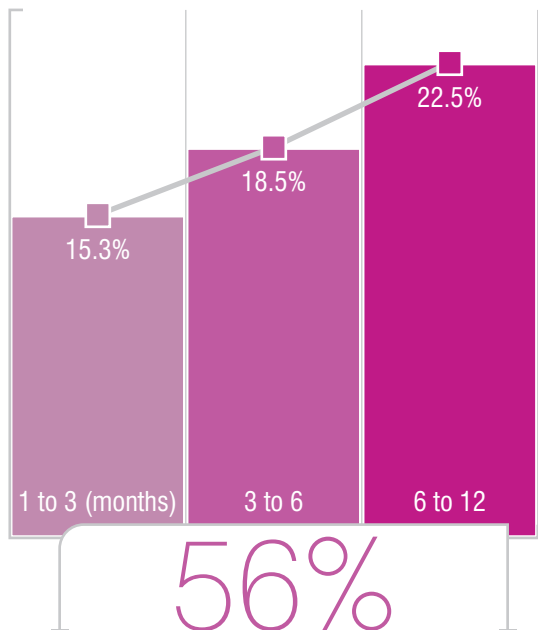
## WELL EDUCATED

45%

have a **bachelor's degree or higher**, compared to a national average of 29%

# ... and engaged

## ACTIVE BUYERS



When readers see a house they like in Homes & Land, they're inclined to:

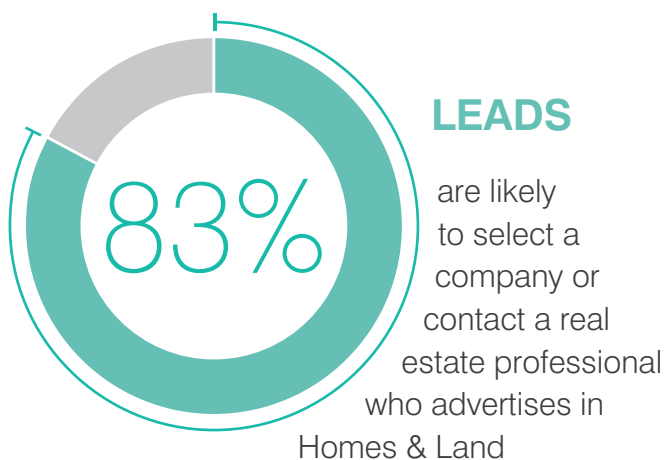
**67%** Find the property online

**55%** Drive by

**48%** Visit the agent's website

**30%** Go to an open house

**29%** Call the agent directly



*\*More than one response solicited*



# Magazines Get Results

There's no better way to generate leads, impress sellers and build your brand.



An amazing **91% of all Americans read a magazine** in the last six months.

— U.S. adults 18 and older, results reported by media and consumer research company GfK MRI



Magazines produce a **higher return on investment than any other media channel**, including television, newspapers, radio or the Internet.

— Cross-media ROI study, GfK Research MRI, reported by the International News Media Association



**“Print drives online search.** According to the Retail Advertising and Marketing Association, 47.2 percent of shoppers are likely to start an online search after viewing a magazine ad.”

— MediaBuyers



“Magazines rank as the No. 1 platform for advertisers to **engage with affluent consumers.**”

— Shullman Research Center, reported by Luxury Daily



“Our readers love Homes & Land — 60 percent are **very likely to pass along Homes & Land Magazine** to a friend or family member.”

— Homes & Land's Readership Survey