

OVERVIEW 2009

What sets Metropolitan Home Apart?

- Metropolitan Home is the only LUXURY MODERN DESIGN magazine.
- High-end modern design and interiors blend with intelligent reporting to connect with a progressive audience.
- The timeless quality of superior design goes beyond fads to resonate and engage readers who identify with a modern approach to life.
- Each issue goes beyond the superficial to deliver an authentic, intensely personal combination of style, service, integrity and authority that sparks passionate loyalty with both consumers and advertisers.

Metropolitan Home Readers are affluent and vital!

- Total Audience is up (+4%) to 2.4 million
- Our adult readers are the youngest (45.5 years) in the shelter set
- Our Median HHI has jumped (+14%) to \$80,657

Source: 2008 Spring MRI

The Facts

Rate Base: 550,000

Frequency: 10 times a year

Web: MetHome.com, PointClickHome.com

Cover Price: \$4.99

Strong Editorial Content

January/February: White: Getting It Right

March: Small Spaces

April: Green Gets Real

May: Kitchen & Bath

June: Design 100

July/August: The Architecture of Summer

September: Renovation

October: Modern Made Easy

November: What's Next? Style Preview

December: High/Low + Holiday Entertaining and Gifts

