

Design for Living magazine Demographics

Design for Living reaches the Bay Area's affluent homeowners. Selected for their over-the-top income, spectacular net worth, and luxury residences, *Design for Living* readers enjoy sophisticated lifestyles and spare no expense when searching for quality products and services.



Reach the highest value luxury homes

Own homes valued more than \$1,000,000	100%
Own homes valued more than \$3,000,000	83%
Own homes valued more than \$4,000,000	53%
Own homes valued more than \$5,000,000	17%

Reach the most affluent readers

Design for Living magazine readers earn more than their zip code's average household income.

96% of *Design for Living* magazine readers have a net worth at least twice that of their zip code's household average.

48% have three times the average net worth

19% have four times the average net worth

21% earn double the average household income

Source Claritas April 2007 market data; averages are based upon *Design for Living* magazine mailed residence copies and compared to averages of their respective zip codes.

For more information, contact
your Diablo Publications account
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