



TOTAL DISTRIBUTION OF 31,000 COPIES

- **26,000** bound into May *Palm Springs Life*
- **5,000** distributed to 65 upscale “home” oriented outlets such as:
 - Home Furnishing Stores
 - Garden & Landscape Centers
 - Interior Design Centers
 - Real Estate & Model-Home Centers
 - Direct mailed to new homeowners with properties valued at \$750K+.
 - ASID Members

Palm Springs Life
home
Special Home
Annual Issue

home Annual issue showcases the pride and pleasure owners have in their homes. The editorial content is filled with stimulating ideas and inspiring photographs to enable the **home** reader to make the most out of their home and the unique desert lifestyle. In addition, **home** is a unique product that our readers use as a reference year round.

READER PROFILE

HOME OWNERSHIP

Own home96%
Own vacation/weekend home49%

VALUE OF PRIMARY RESIDENCE

Average Home Value.....\$965,000
\$300,000 - 499,99920%
\$500,000 - 749,99924%
\$750,000 - 999,99914%
\$1,000,000 or more.....33%

PRIMARY RESIDENCE

Own house82%
Own co-co/condominium13%

HOME REMODELING (in past 12 months)

Remodeled home47%

DECORATE/REDECORATE

(in next 12 months)

Plan to decorate/redecorate33%

home's special Home

Annual Issue delivers total

market coverage for your business with a
distribution of 31,000 copies available
throughout the year!

Homebuyers receive a complimentary copy of **home** delivering your advertising message at the optimum time – when the new homeowner is making their home improvement decisions!