

# OUR READERS

**GENDER**  
 Female 64%  
 Male 36%

**AGE**  
 Target market age 35-65

**INCOME**  
 \$200,000+ 16%  
 \$100,000-\$199,999 39%  
 \$50,000-\$99,000 35%

**ANTICIPATED PURCHASES**  
 Build new home 41%  
 Remodel home 49%  
 Landscape 70%  
 "Green" improvements 56%  
 Lighting 37%  
 Flooring 38%  
 Kitchen remodel 24%  
 Bath improvement/remodel 33%  
 Redecorate 24%  
 Outdoor kitchen/barbeque 30%  
 Furniture 62%  
 Window coverings 49%  
 Home theater system 23%  
 Painting 65%  
 Art 46%  
 Apparel and accessories 35%

**READERS PLANNING TO BUILD WILL HIRE**  
 Contractor 77%  
 Architect 55%

**PERSONAL INTERESTS**  
 Art galleries/museums 80%  
 Gardening 77%  
 Enjoy wine 72%  
 Camping, hiking, biking 72%  
 Gourmet cooking 44%  
 Live theater 36%  
 Concerts 52%  
 Health club 32%  
 Golfing 17%

**OTHER READER FACTS**  
 Own their own home 94%  
 Own second home 32%  
 Home value  
 \$200,000-\$399,000 35%  
 \$400,000-\$749,000 32%  
 \$750,000 + 17%  
 Read each issue of *Su Casa* 77%

**HOW SU CASA IS USED**  
 As a helpful resource 99%  
 Refer back to previous issues 92%  
 Refer back to advertisements 77%  
 Read after home project is complete 98%  
 Out-of-state readers planning to buy or build a home in New Mexico 40%

# Su Casa<sup>®</sup> Southwestern homes

inspiration ideas resources

Each issue of *Su Casa* can reach 50,000 readers\*



**BASE CIRCULATION**  
 (subscription and newsstand distribution)  
 25,000

**BONUS DISTRIBUTION**  
 Thousands of additional copies are distributed at various events and other outlets annually, including the following:

- LOCAL HOME SHOWS
- SPRING PARADE TOUR
- AUTUMN PARADE TOUR
- ABQ & SANTA FE RETAIL SHOWROOMS
- NATIONAL TRADE SHOWS

\**Su Casa* magazine is distributed via newsstands and subscriptions four times per year. Readership assumes at least two readers per magazine.

For more information visit our website:

**SuCasaMagazine.com**

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