



2018 IPSOS READER PROFILE

WOMEN	72%
MEN	28%
TOTAL AUDIENCE	465,000

AGE

AGE 25-54	66%
AGE 35+	71%
MEDIAN AGE	45.8

MARITAL STATUS/CHILDREN

MARRIED	81%
CHILDREN IN HH	49%

EDUCATION

ATTENDED COLLEGE	92%
GRADUATED COLLEGE+	82%

EMPLOYMENT

EMPLOYED	83%
PROFESSIONAL/MANAGERIAL	76%

HOUSEHOLD INCOME

\$150,000+	77%
\$200,000+	45%
MEDIAN HHI	\$191,898

HOME OWNERSHIP/VALUE

OWN HOME	92%
MEDIAN HOME VALUE	\$608,197
LIQUID ASSETS + REAL ESTATE 1,000,000+	75%

SOURCE: Ipsos Affluent Survey USA Double-base 2018 Adults 18 or older, HHI \$125,000+

TO ADVERTISE

Contact your ELLE DECOR Sales Representative or Associate Publisher
William C. Pittel at 212.649.3235 or Bill.Pittel@hearst.com.