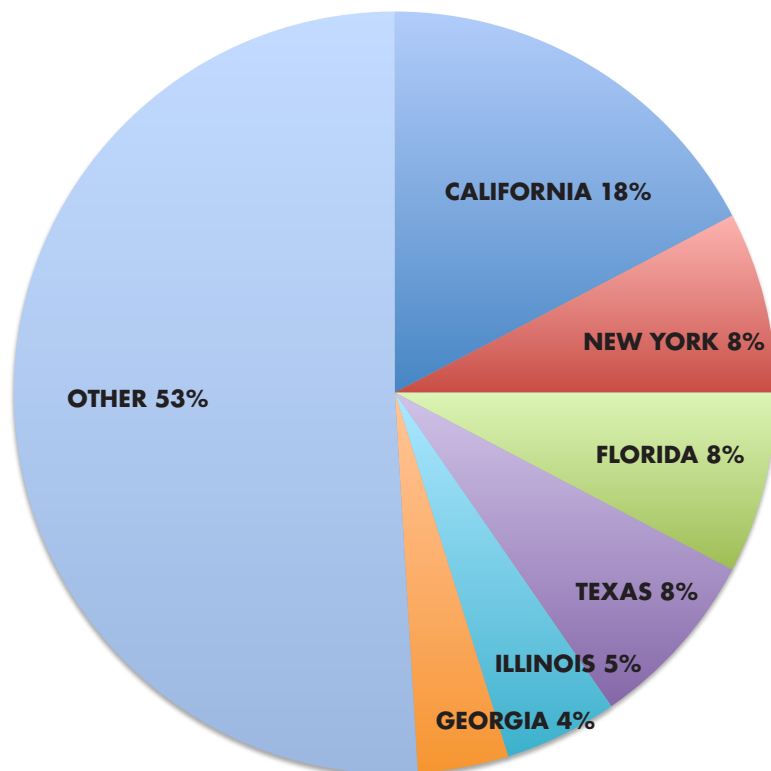


## HOME STATE OF ELLE DECOR DESIGN PROFESSIONALS

47% of Design Professional readers live in the six states comprising ELLE DECOR's Major Market edition.



## *One In Five Subscribers Are Design Professionals*

ELLE DECOR completed a custom study in September 2015 designed to gather more information on Design Professional reader engagement with the brand. The study was emailed to over 60,000 active subscribers and garnered a response rate of 2% (1,200 respondents)\*. The results of the study proved ELLE DECOR reaches the trade in great numbers and inspires action across multiple platforms.

### KEY FINDINGS

- 18% of subscribers are Design Professionals
- 80% of Design Professional readers are highly satisfied with the content and homes featured in ELLE DECOR
- 4 in 5 Design Professional readers engage with ELLE DECOR's website and social media. What's more, Design Professional readers are significantly more likely than Non-Design Professionals to connect with ELLE DECOR on multiple platforms.
- The most common ways Design Professionals follow ELLE DECOR on social media are through Instagram, Facebook and Pinterest
- 3 in 4 Design Professional readers have visited ELLEDECOR.com