

HOME

Chatelaine  
Readers  
**LOVE**  
to decorate!



## Simple ideas for your busy life

**HOME** how-to videos,  
forums and more at  
[chatelaine.com](http://chatelaine.com) and  
[chatelaine.qc.ca!](http://chatelaine.qc.ca)

*Chatelaine's* home section features simple yet stylish décor ideas that help women make their homes as inviting and comfortable as possible. Featuring tried-and-true ideas from the homes of real women along with ideas and reviews of the latest products and trends, *Chatelaine's* décor stories offer easy how-to ideas for time-stretched women.

[www.chatelaine.com](http://www.chatelaine.com) / [www.chatelaine.qc.ca](http://www.chatelaine.qc.ca)

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## Chatelaine and Châtelaine Readers:

*Chatelaine* and *Châtelaine* appeal to women who take pride in all aspects of their lives – especially their homes and gardens. In the past two years alone, over 2 million *Chatelaine* and *Châtelaine* readers have made home improvements, often spending \$20,000 to \$50,000 and more on these improvements!

Source: PMB 2008 Base: W18+

## Chatelaine Readers:

- Are 20% more likely to own a home worth \$500K or more
- Are 30% more likely to have spent \$750+ on garden supplies
- Are 22% more likely to have spent \$20,000+ on home improvements in the past 2 years

Source: PMB 2008 Base: EW18+

## Châtelaine Readers:

- 58% have a garden, and are 12% more likely to buy a range of garden products like bulbs and shrubs
- Are more than 52% more likely to have remodeled their family room, 13% more likely to have installed new flooring and 27% more likely to have re-decorated
- Are approximately 40% more likely to have spent more than \$2,000 on furniture in the past year, 24% more likely to have purchased a bedroom set, and 17% more likely to have purchased window treatments

Source: PMB 2008 Base: FW18+

*Chatelaine* and *Châtelaine* reach **2.8 million** home owners every month



More than **2 million** readers have made **Home improvements** in past two years

