



Better Homes and Gardens®
WOOD®



Y O U R # 1 T O O L F O R S U C C E S S

PINPOINT YOUR PROSPECTS

With more than **85 million unduplicated consumers**, the Meredith Database connects you with top prospects.

Meredith's Database is the largest of any U.S. media company. It includes **8 out of 10 home-owning households in America**. This is the largest domestic database among American media companies.

Precision Targeting:

- More than 2,000 data points available, with an average of 300 per person
- Proprietary life stage clusters assigned to each record – from new homeowners to empty nesters

Capabilities Include:

- **Data Licensing** - Use Meredith data to enhance your customer files and improve response
- **Custom Data Collection** - Leverage Meredith's brands/consumers to capture the data you need
- **Meredith Profiling** - Understand the lifestyles and passions of your customer groups
- **Predictive Modeling** - Target a universe of responsive prospects using "best-in-class" statistical methods
- **List Segmentation** - Use our geo-targeting system to link targeted consumers to your retail locations or dealers

A sample of the 33 marketing niches available through the Meredith Database:

- Woodworking Enthusiasts
- DIY Enthusiasts
- Decorating and Remodeling Enthusiasts
- New Home Owners
- Investors
- Elite HHI \$100K+
- Living Young at 50+
- Technology/Electronics Users
- Internet Users



Let us help you connect with your top prospects.

Contact your *WOOD* Account Executive to learn more.