



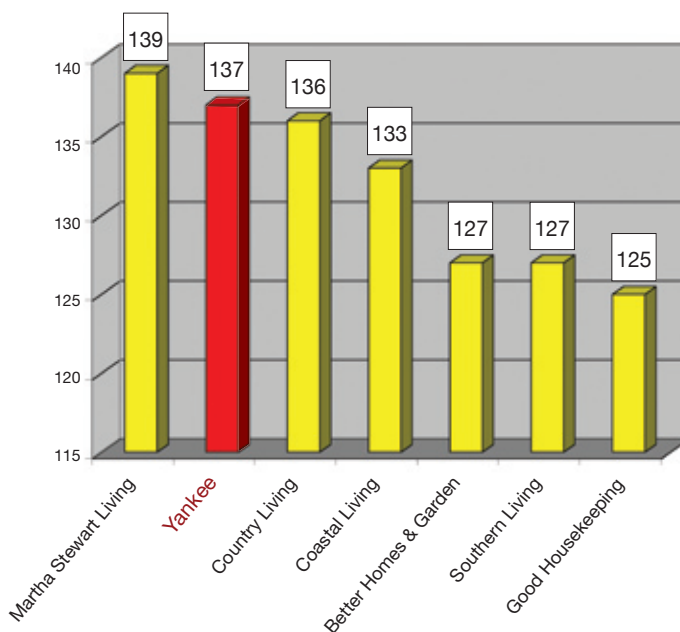
HOME AND GARDEN

Yankee brings home the distinct style, rich architectural heritage, and robust landscape of New England. Each issue educates and entertains our readership of do-it-yourself remodelers, redecorators, and gardeners with showcase home profiles, engaging “how-tos,” and gardening tips.

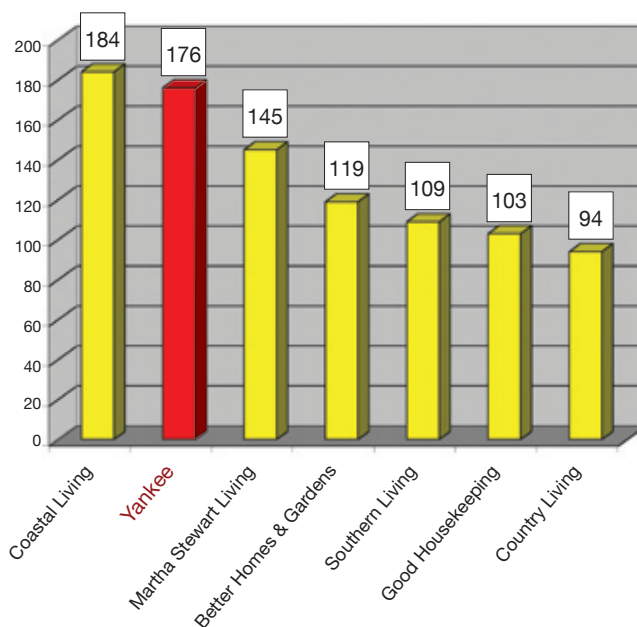
Yankee Home Renovation and Gardening Profile

- Spent more than **\$430 million** on home furnishings in the past year
- **76%** are homeowners
- Spent more than **\$2.5 billion** on home improvements and remodeling last year
- **Nearly half** of all *Yankee* readers have gardens

PARTICIPATED IN A GARDEN ACTIVITY WITHIN THE PAST YEAR (INDEX)



HOME VALUE \$300K+ (INDEX)



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