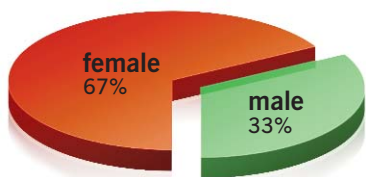


 **Downhome**

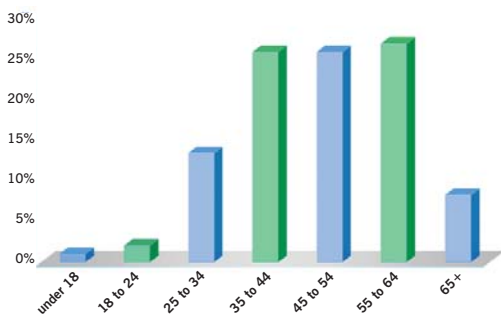
our readers*



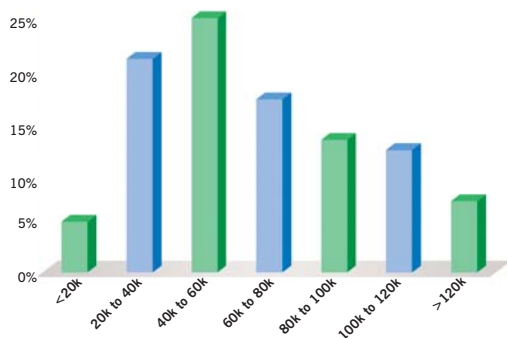
*Kona Beach, South Brook, Newfoundland
Submitted by Ruth Grimes, Paradise, NJ*



50% of our readers are 35 to 54

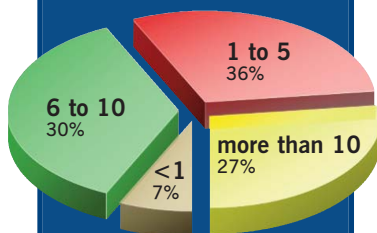


50% have household incomes > \$60,000



amazing Loyalty

years reading



Downhome readers are engaged and committed: a perfect advertising medium

49% spend 1-3 hours/issue
31% spend 4-6 hours/issue
14% spend >7 hours/issue

91%
are very likely to renew their subscription

*Independent reader survey - August 2007

Life is better

Downhome

our readers*

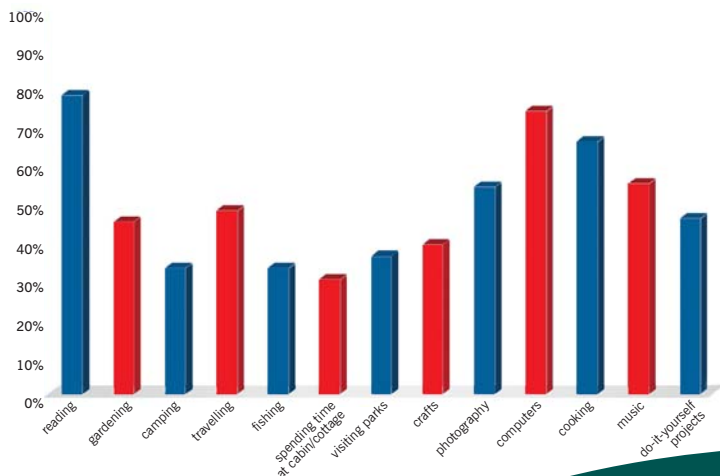
in the next year our readers plan on:

- taking a major vacation (50%)
- staying in a resort (19%)
- doing home improvements/renovations (54%)
- purchasing an automobile (19%)
- purchasing a boat, atv or snowmobile (12%)

our readers own:

- car (66%)
- atv (20%)
- suv (15%)
- boat (17%)
- truck (34%)
- snowmobile (20%)
- van (21%)
- rv (15%)

our readers are active outdoor enthusiasts who invest in their vacation properties and recreational vehicles



*Independent reader survey - August 2007

Life is better

