



REACHING 40 MILLION WOMEN

When She Wants It. Where She Wants It. How She Wants It.

print	online	broadcast	licensing
<p>► BHG Magazine</p> <ul style="list-style-type: none"> 39 million readers each month <p>► BHG Books</p> <ul style="list-style-type: none"> 150+ branded books (40+ million sold of Red Plaid Cookbook) <p>► BHG SIMs</p> <ul style="list-style-type: none"> 160+ branded SIMs <p>► BHG International Editions</p> <ul style="list-style-type: none"> Australia, China, Spain, India 	<p>► BHG Network</p> <ul style="list-style-type: none"> BHG Network: 7.5 million unique visitors/month BHG.com: 5.5 million+ unique visitors a month Miangfowl.com: Social network of active cooks BetterRecipes.com: Personalized site for kitchen enthusiasts <p>► Broadband—BetterTV.com</p> <ul style="list-style-type: none"> 20+ channel internet destination 1+ million video plays each month <p>► BHGLifeInPhotos.com</p> <ul style="list-style-type: none"> Allows users to create personalized printed & digital products (calendars, photobooks, digital scrapbooks & slideshows) from their favorite photos 	<p>► Broadcast: Better TV Show</p> <ul style="list-style-type: none"> Hour-long program Airs in 50 markets nationwide (CBS, NBC, ABC and FOX) 35% of USHH 	<p>► BHG Licensed Products</p> <ul style="list-style-type: none"> 1,000 home products at Walmart Universal Furniture Branded mattress line with Five Star Mattress Branded music collection at Walmart Branded Fabric with Jo-Ann Fabric Crafts Superstore <p>Walmart</p> <p>► BHG Real Estate Franchise</p> <ul style="list-style-type: none"> Partnership with Realty Corporation Offers a full range of services to brokers, home buyers and sellers Represents 8 brokers and 2,283 agents or real-estate professionals <p>Better Homes and Gardens REAL ESTATE</p>

THE BETTER HOMES AND GARDENS PERSPECTIVE



1. **Front-Door Access:** An inside view of their homes and projects
2. **Home Improvement Challenge:** Biannual immersion into trends
3. **Market Research:** Into consumer markets, attitudes and behavior
4. **Dialogue:** Real Women Talking Community
5. **Energy-Efficiency Advocacy**

CONSUMER INSIGHTS

- Changing priorities in the home
- Decision-making process for home projects
- Messages and motivations to choose ENERGY STAR



CONSUMER PRIORITIES ARE SHIFTING



- “For the past 10-15 years in America we’ve lived in an era of **Surging**... a time of anticipating... one foot in the present, one stepping into the future. The good life is always a better life.
- Economics and demographics have muted Surging...
- “Americans are now concentrated on the here and now, a period of **Dwelling**... the consumer stops anticipating and starts savoring... turning houses into homes... Homeyness.”

Grant McCracken,
anthropologist &
author of Culture and Consumption

CONSUMER PRIORITIES ARE SHIFTING



“ [We] embrace the idea of quality over quantity.....It’s nothing flashy—just simple and wholesome”

Dana Liston
Venice Beach, CA

CASUAL LIVING SPACE IS MORE IMPORTANT



KITCHENS ARE OPEN AGAIN



NEW ROLES FOR DINING ROOMS



INTENSIVE FOCUS ON “SIMPLIFYING SOLUTIONS”



HOMESIGHT™ BASICS

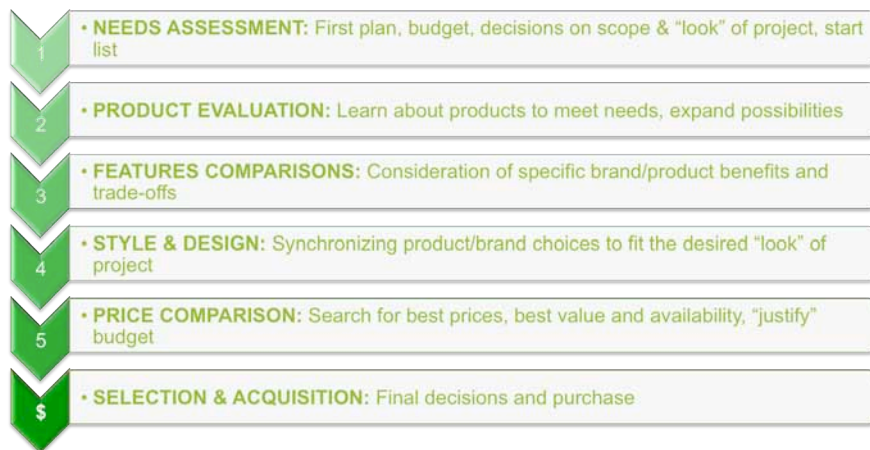


Meredith's HomeSight™ is the largest data resource for tracking consumer home improvement **decision-making**.

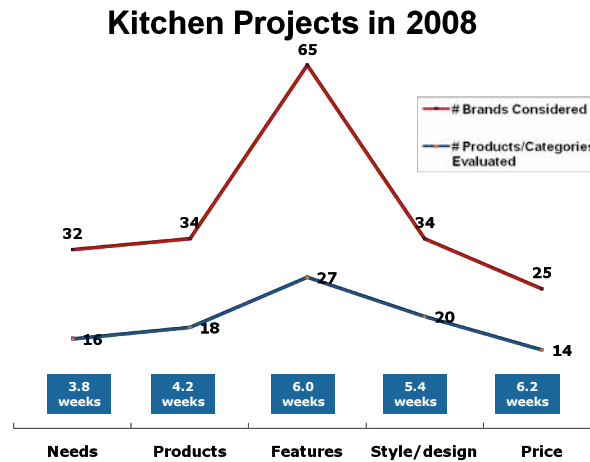
HomeSight™ captures data for all the factors influencing HI decisions from motivation to purchase and installation.

- **Licensed from CNW Research –** Measuring America's Spending for 25 + years
- **2008 Sample Base:** 803,000 U.S. Households with 1+ Projects during the year
- **Projects tracked:** 1.6 Million

CONSUMERS MAKE DECISIONS AT MULTIPLE STAGES



HOME IMPROVEMENTS LEARNING CURVE



STAGE-BY-STAGE DECISION INFLUENCES

Net All Projects That Included Major Appliance Purchases						
Influence	Motivation	Needs	Product	Features	Style	Price
TV Program	7.53%	8.15%	5.87%	3.42%	3.08%	0.66%
TV Advertising	5.62%	4.55%	4.04%	2.62%	2.29%	1.09%
Magazine Editorial	20.36%	23.58%	24.95%	20.65%	16.75%	7.43%
Magazine Advertising	17.23%	17.66%	17.42%	18.99%	19.72%	10.92%
Newspaper Editorial	2.89%	4.75%	5.91%	3.50%	2.27%	1.91%
Newspaper Advertising	3.38%	3.27%	3.03%	3.99%	5.50%	14.60%
Home Show/Demo	12.72%	13.71%	10.52%	8.44%	10.08%	3.03%
Radio Program	1.24%	1.27%	0.72%	0.42%	0.11%	0.01%
Radio Advertising	1.31%	1.01%	0.62%	0.39%	0.07%	0.02%
Personal Contacts	13.58%	8.71%	3.99%	2.44%	1.39%	0.46%
Internet Site	2.03%	4.67%	10.00%	14.95%	10.87%	8.45%
Internet Advertising	2.41%	3.94%	6.04%	9.72%	11.45%	4.66%
Store Visit	9.69%	4.71%	6.90%	10.47%	16.43%	46.76%
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: HomeSight 2008 Data Set

ARE CONSUMERS GETTING THE ENERGY STAR MESSAGE?

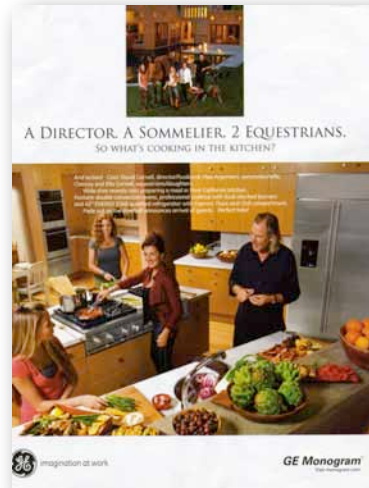


GE Monogram
A Director. A Sommelier. 2 Equestrians.
SO WHAT'S COOKING IN THE KITCHEN?

EAT, DRINK AND MAKE MEMORIES

When there's that, there's always more. Inside the GE Monogram refrigerator, the most important ingredients are memories of long, happy days. Plus, Monogram provides a timeless design with energy that never changes. The GE Monogram refrigerator is the perfect choice for those who want to make memories in the kitchen. It's the perfect choice for those who want to make memories in the kitchen. It's the perfect choice for those who want to make memories in the kitchen.

GE Monogram
The art of living.



GE Monogram
The art of living.

ARE CONSUMERS GETTING THE ENERGY STAR MESSAGE?



LG
The art of living.



We've taken a vow of silence.

Operating at just 40 dBA, the 800 Plus is the quietest dishwasher in the U.S.*

BOSCH
Invented for life

ARE CONSUMERS GETTING THE ENERGY STAR MESSAGE?



WOMEN WANT TO BE EDUCATED ABOUT ENERGY

 meredith Real Women Talking



WOMEN WANT TO KNOW MORE ABOUT SAVINGS

- “in the market for a new fridge and I'll admit that the energy sticker catches my eye more than in the past. I'm not really sure what my old one uses in terms of electricity, so it's kind of like *comparing apples and oranges*. I have no idea what I'm comparing to.”
- “I do look at ENERGY STAR [for information about savings], but *every house is different*”
- “I would like to see some sort of *side-by-side comparison* showing purchase price, life expectancy, and cost of using.”

TELL THEM THE SAVINGS STORY



TELL THEM THE SAVINGS STORY



WOMEN WANT THE WHOLE STORY

- “I [question] whether to buy a new appliance at all, because sometimes it is better to repair an older appliance or use it longer rather than buy a new one. I am often *unsure how old appliances get recycled*...Educate us about the cost [and costs/benefits to the environment] of using an older, energy hog versus recycling it and buying a new one.”
- “I think the *ecological impact* of throwing out perfectly serviceable stuff is worse than running a 60% efficient appliance instead of its 90% efficient replacement.”
- “I dislike that our nation is becoming so blinded by the push to be green that we are becoming a *throw-away society*. I don't think that purchasing a new energy efficient anything justifies disposing of the previous product.”

REASSURE ABOUT RECYCLING (her children's future)



WISH LIST

- Haul away the old appliance to a proper recycling facility
- Offer utility programs that pay \$25-\$50 bounty for energy hogs
- Waive delivery fees of ENERGY STAR appliances and haul away the old for proper recycling

WOMEN WANT A DEAL

- *"If a clunker program could be initiated for appliances, **I know I would purchase** a new stove, refrigerator, and dishwasher. The end result of a clunker discount and energy savings would compensate for the cost, and I would be helping stimulate the economy and helping environmental cause."*
- *"With the success of cash for clunkers, it would be great if rebates were offered for things like upgrades to energy efficient appliances. It would keep a lot of **junk out of landfills**."*
- *"I think it would be admirable if the appliance companies issued a **voucher or dollars** for purchasing a higher efficiency appliance."*
- *"I feel like I'm being gouged for saving energy... cash for clunkers is a **cool idea**."*

HOW BHG IS HELPING



HOW BHG IS HELPING



HOW BHG IS HELPING



HELPING CONSUMERS MAKE THE ENERGY STAR CHOICE

- *Understanding how appliances fit today's lifestyles and priorities*
- *Knowing her decision-making process—and reaching her when she's most open to your message*
- *Educating and informing her about savings*
- *Addressing the recycling/disposition of old appliances*
- *Helping her get the best deal for her dollar*
- *Spreading the word of energy success*