When you advertise in any of the five magazines from The Journal Publications, here is just a sample of who your marketing message reaches.

Meet Diane

She’s 46, married, professionally employed and the mother of three children ages 7, 9 and 13. She’s active in her community, the childrens’ schools and she influences or decides 85% of all consumer purchases by the family.

She’s your potential customer, she’s the revenue driver of your business and she enjoys reading her magazine from cover to cover every month.

Here are just a few of the consumer purchases she decides or influences:

- Furniture
- Automobile
- Education
- Clothing
- Electronics
- Food
- Banking
- Insurance
- Medical
- Appliances
- Real Estate
- Entertainment
- Flooring
- Pet Care
- Vacations

Reach over 100,000 Dianes each and every month when you advertise in the five magazines from The Journal Publications