

Su Casa readers appreciate their homes.



Su Casa readers have the money to spend with your business.

Net Worth

- 64% have a net worth in excess of \$250,000
- 40% have a net worth in excess of \$500,000
- 14% have a net worth in excess of \$2,000,000

Household Income

- 40% earn more than \$100,000 annually
- 24% earn more than \$125,000 annually



“One of the strongest and highest demographic groups we’ve ever encountered here at USA Data Corporation”
 —Bruce Meberg, Senior Vice President

Readers at the buying stage of life:

- Represented from all age groups with concentration amongst 40-60 year old.
- 64% women 36% men

Su Casa readers are educated:

- 64% have college degrees, 27% of total have completed graduate school.



Su Casa readers invest in their homes Su Casa readers value home ownership.

- 95% live in a single family home.
- 96% own their home

Su Casa readers appreciate their homes and invest accordingly.

- 90% actively and currently spend money on improving their home and living situation.
- 85% have a keen interest in the outdoor living, landscaping and gardening.



SuCasa readers respond to advertising and direct mail.

- 98% are active and considered heavy credit card users.
- 96% are responders to magazine and direct mail promotion.

This information is an exact analysis of each of our readers by matching names and addresses with known information. USA Data Corporation, New York, an independent 3rd party data collection company has supplied this information based on current readers. *Data collected September 2013.*

OUR READERS

GENDER

Female	64%
Male	36%

AGE

Target market age	30-65
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ANTICIPATED PURCHASES

Build new home	41%
Remodel home	49%
Landscape	70%
"Green" improvements	56%
Lighting	37%
Flooring	38%
Kitchen remodel	34%
Bath improvement/remodel	33%
Redecorate	24%
Outdoor kitchen/barbecue	30%
Furniture	62%
Window coverings	49%
Home theater system	23%
Painting	65%
Art	46%
Apparel and accessories	35%

READERS PLANNING TO BUILD WILL HIRE

Contractor	77%
Architect	55%

PERSONAL ACTIVITIES

Art galleries/museums	80%
Gardening	77%
Enjoy wine	72%
Camping, hiking, biking	72%
Gourmet cooking	44%
Live theater	36%
Concerts	52%
Health club	32%
Golfing	17%

OTHER READER FACTS

Own their own home	95%
Own second home	31%
Home value	
\$200,000-\$399,000	35%
\$400,000-\$749,000	32%
\$750,000 +	17%
Read each issue of <i>Su Casa</i>	77%

HOW *SU CASA* IS USED

As a helpful resource	99%
Refer back to previous issues	92%
Refer back to advertisements	77%
Read after home project is complete	98%
Out-of-state readers planning to buy or build a home in the region	40%

SuCasa[®]

El Paso & Southern New Mexico

inspiration ideas resources

Our Reader Demographics

- 95% are homeowners
- 80% have college degrees
- 73% are married
- 66% have household income of \$75K
- 33% have household income of \$125K



BASE CIRCULATION

15,000 per edition

DISTRIBUTION

Thousands of additional copies are distributed at various events and other outlets annually, including the following:

- LOCAL HOME SHOWS
- NEWSSTAND LOCATIONS
- EL PASO & LAS CRUCES RETAIL SHOWROOMS
- ONLINE READERS
- SUBSCRIBERS
- ON THE WEB

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