

Better Homes and Gardens Tops One Million Facebook Fans

New York, N.Y. (July 2, 2013)– *Better Homes and Gardens* announced today that it has surpassed one million fans on Facebook.

This milestone reflects the brand's strong presence across social media, connecting and engaging its audience with fresh content and conversation around passion points including lifestyle, home and food.

Better Homes and Gardens also tops other women's service and lifestyle magazine brands on Pinterest, with more than 370,000 followers, and has the fastest growing website in its competitive set. The BHG Network has close to 8 million unique monthly visitors, according to ComScore.

"Connecting with BHG loyalists on social media has been a key engagement strategy, and we're thrilled to have hit this landmark number on Facebook," said Janell Pittman, General Manager, BHG.com. "Our talented social team uses data to understand her passions. We've really tapped into what inspires and excites our fans on social – from trends and visuals to special events and helpful ideas – and you see that excitement reflected in our high 'talking about this' numbers."

To celebrate its one million fans, *Better Homes and Gardens* has launched a behind-the-scenes video to thank its fans and created an exclusive download of most-shared content. Additionally, the Facebook page features special "thank you" imagery (see below).

"Social media lets us stay in constant conversation with our consumer," said Gayle Butler, Editor in Chief, *Better Homes and Gardens*. "It enables us to give her quick bites of content throughout her day and also hear what's on her mind."

Here are some of our favorite conversations:

If you had a handyman for a day, what annoying home problem would you have fixed? Responses from this question may be used in a future issue of Better Homes and Gardens!
<https://www.facebook.com/mybhg/posts/10151621608321019>

What does Better Homes and Gardens' red plaid logo mean to you?
<https://www.facebook.com/photo.php?fbid=10151536427716019&set=a.112628916018.117424.72571226018&type=1>

Choose a color: I'd love a _____ kitchen! Click through these beautiful kitchen color schemes for inspiration:
<https://www.facebook.com/photo.php?fbid=10151636014646019&set=a.112628916018.117424.72571226018&type=1>

Better Homes and Gardens' social media presence includes:

- **Facebook:** 1,000,000+ likes
- **Pinterest:** 370,000 followers
- **Twitter:** 45,500+ followers
- **Instagram:** 13,900+ followers
- **YouTube:** 1.3 million plays
- **BHG Blogger Network:** Combined reach of 25MM+ visitors

###

About Better Homes and Gardens

Reaching nearly 40 million readers every month, the Better Homes and Gardens brand extends across the web, tablet, mobile, social, broadcast, broadband and numerous licensed products,

serving and connecting women who are passionate about their homes and the lives they create there. A Meredith publication, Better Homes and Gardens inspires women to dream and gives them the confidence to move from dreaming to doing. For more information, please visit www.bhg.com.

<https://news.people.inc/2013-07-02-Better-Homes-and-Gardens-Tops-One-Million-Facebook-Fans>