

“We asked—You answered”

Longevity—40% of subscribers report receiving HD for 6 years or longer

Resource—68% identify ‘trade publications’ as #1 resource for ‘product information’

Leader—80% pick HD as doing the BEST job in covering all design for the hospitality industry



Active—43% of HD’s audience has worked on 6 or more projects in the past 2 years

Specification—69% indicate they use HD to research products

Responsive—70% of respondents visited advertisers websites

Source: 2010 HD Subscriber Study

To learn more about connecting with HD’s highly influential readers-interior designers, architects, purchasers, owners, operators-please contact

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