



Better Homes & Gardens

The greatest sister



Hello!

I am Lissette Valentin

I am here to tell you a bit about better homes and gardens and why is it the most successful out of the all of the 7 sisters of women's magazines.

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In a world of endless images and infinite choices, we sharpen her vision of the life she wants to live. *Better Homes & Gardens* stimulates creativity, delivers know-how, and surprises her with fresh ideas she can make her own. We power her passion to live a more colorful life.



History



Better Homes & Gardens is one of the top 5 largest paid magazine circulation in the united states with a rate base of 7.6 million each year. The magazine debuted in 1922 under the name Fruit Garden and Home, which was later changed in 1924 making the January 1925 issue the first Better Home & Gardens. BH&G is also known as one of the 7 sisters of women's magazines. Unfortunately, only 3 of the seven sisters are still currently printed publications with one being online only.

Who are the 7 sisters?



- ◆ Better Homes & Gardens (started in 1922)
- ◆ Good Housekeeping (started in 1885)
- ◆ Woman's Day (started in 1937)



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- ◆ Redbook (1903 -2019, now online)
 - ◆ Family Circle (1932 - 2019)
 - ◆ Ladies home Journal (1883 - 2016)
 - ◆ McCalls (1873 - 2002)



What makes women's magazines successful?



Loyal readers

Over time women have been proven to be much more loyal subscription readers than men.

Heard and Support

Women want to be supported and represented. The era of working women changed magazines to better support its women readers. With no more talking down to readers.

Advertisements

Ads are specifically targeted towards women in these magazines. The ads portray women in a more positive light and don't see women being sexualized.

A New Era for Women



In the 80's a surge of women going to work especially in cities. More working women meant less leisure time to read magazines. Women's magazines started to change their content to try to fit working women's needs.





BIG CONCEPT

The new era brings on lots of changes to women's magazines. What did Better Homes & Gardens do to stay successful that the others didn't?



BH&G succeeded
by not the changing
their magazine



*When all the other sisters tried a
new angle for their magazines
BH&G stayed consistent with
minor tweaks.*

Thanks!

Any questions?

Credits



- ◆ Presentation template by [SlidesCarnival](#)
- ◆ <https://www.nytimes.com/1990/08/06/business/identity-crisis-for-seven-sisters.html>
- ◆ <https://www.adweek.com/brand-marketing/year-woman-once-ticketed-decline-or-irrelevance-seven-sisters-have-recharged-themse/>
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- ◆ Courtney, Alice E., and Sarah Wernick Lockeretz. “A Woman's Place: An Analysis of the Roles Portrayed by Women in Magazine Advertisements.” *Journal of Marketing Research*, vol. 8, no. 1, 1971, pp. 92–95., www.jstor.org/stable/3149733. Accessed 16 Dec. 2020.





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