



## THE NEW AMERICAN HOME '89

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BUILDER, the official magazine of the National Association of Home Builders (NAHB), serves the housing industry's 183,881 home builders, architects, subcontractors, dealers, lenders and Realtors. The magazine is ranked among the fastest-growing business magazines in the country by FOLIO magazine. BUILDER has the largest circulation of any magazine in the housing industry. It is published by Hanley-Wood, Inc. of Washington, D.C. The company also publishes REMODELING and THE JOURNAL OF LIGHT CONSTRUCTION (formerly NEW ENGLAND BUILDER) magazines.

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#### **HOME**

HOME serves 925,000 home enthusiasts around the country who are concerned about all aspects of their homes, from remodeling and renovation to home furnishings and interior design. HOME's award-winning photography and text illustrate the best in architecture and home design, including kitchen and bath remodeling and additions, room redesign, landscaping and outdoor projects. Broad coverage appears on furniture, decorating, home entertainment and use of the home as a financial resource. HOME is the expert in marketing to the hard-to-find home enthusiasts, the most desirable market segment of consumers who buy products in far greater proportions than the average American household. The magazine is published by Knapp Communications Corporation of Los Angeles, Calif. The company also publishes ARCHITECTURAL DIGEST, BON APPETIT and several special interest publications.

**Publisher:** William Bondlow Jr.

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#### **NATIONAL COUNCIL OF THE HOUSING INDUSTRY (NCHI)**

NCHI membership includes 76 manufacturers, suppliers and service organizations dedicated to providing the kinds of products and services builders need. NCHI is a standing committee and the manufacturers council of the National Association of Home Builders.

**1988 NCHI Chairman:** Joel Streich

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