

# HOME

DESIGN & DECOR®



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# MORE THAN A BEAUTIFUL MAGAZINE

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## A BEAUTIFUL CONCEPT IN MARKETING

*Home Design & Decor* magazine is a regional design and lifestyle magazine published in several cities throughout the United States. The total circulation is approximately 200,000 copies annually through six issues a year in each market served.

These regional magazines vary from market to market to embrace individual market style and regional design while at the same time sharing common editorial that speaks to national and local design trends. Advertisers have the flexibility to leverage their brand in all markets served or select individual regional markets.

*Home Design & Decor* provides superior positioning for local and national advertisers through beautiful and compelling features, carefully curated front-of-book stories, and strategic and thoughtfully-written advertorials. *Home Design & Decor* delivers the content readers want and the targeted delivery advertisers must have.

Combined with an interactive website, numerous social media partners, and thousands of social media followers, *Home Design & Decor* is an affordable, well-rounded marketing platform.

**REACH MORE THAN 200,000 AFFLUENT HOMEOWNERS  
ANNUALLY FOR JUST PENNIES PER HOME**

## DEADLINES

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PUBLICATION DATE	ISSUE THEME	EDITORIAL DEADLINE	AD MATERIAL DEADLINE	ESTIMATED IN-HOME DATE
February/March	Arts & Architecture	November 30	January 11	February 4
April/May	Outdoor Living	February 1	March 12	April 2
June/July	In Living Color	March 1	May 13	June 3
August/September	Kitchen & Bath	May 28	July 12	August 2
October/November	Designers at Home	July 31	September 13	October 2
December	Great Gatherings	September 30	November 11	December 2

# HOME

D E S I G N & D E C O R

## SINCE 2002

*Home Design & Decor* magazine is one of the most established regional shelter publications in the country. For advertisers, *Home Design & Decor* magazine provides multiple marketing opportunities to reach a targeted, upscale audience through product placement in insightful articles, native advertising/advertisals, and full color ads.

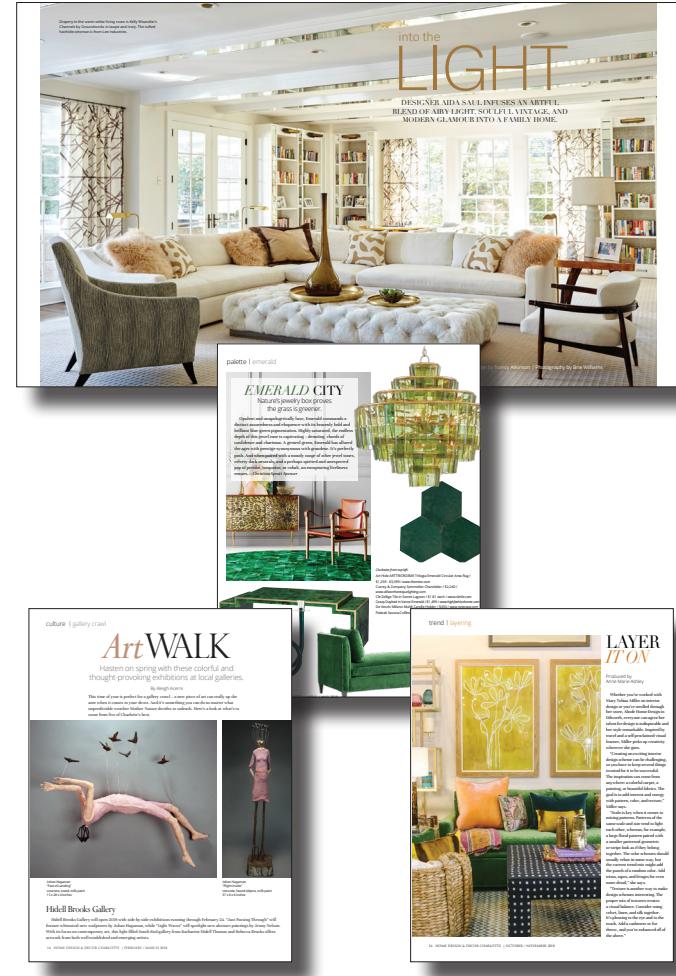
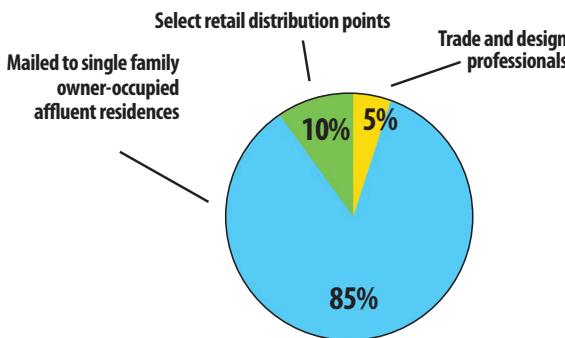
For readers, *Home Design & Decor* magazine is an inspiring and useful resource providing timely information from local experts, as well as original and compelling content on styles, trends, color, products, and designer profiles, all of which are carefully curated and produced by our meticulous editorial staff.

## IN EVERY ISSUE

- Beautiful feature homes covering a variety of styles
- Front-of-book stories on trend, style, market, color, and designer profiles
- Local business feature articles
- Local contributors

## DISTRIBUTION

We direct mail to affluent, single-family homes in each market and supplement our distribution with hundreds of home-related retail locations, luxury car dealerships, real estate relocation offices, doctors' offices, and mailings to the design trade to ensure affluent homeowners see the magazine and your ad. Depending upon the market served, the minimum house value of our direct mail starts in the low \$600Ks with no upper limit and homeowners with a household income of approximately \$200,000 and above. We analyze the wealthiest zip codes and neighborhoods to ensure the most affluent readers see your ad. Our data is verified by third party, national direct mail sources that combine publically available data such as property tax values, home resale values, and household income to develop the most accurate mail list possible. In fact, nearly 85 percent of our entire distribution is delivered directly to consumers' homes and mailboxes based on verifiable data sources. There's no guesswork with our distribution. We even send out postage receipts and mailing reports of the demographics of our mailings with each magazine printing. Please ask your local account representative for specific zip codes and retail locations per market.



## SOCIAL MEDIA

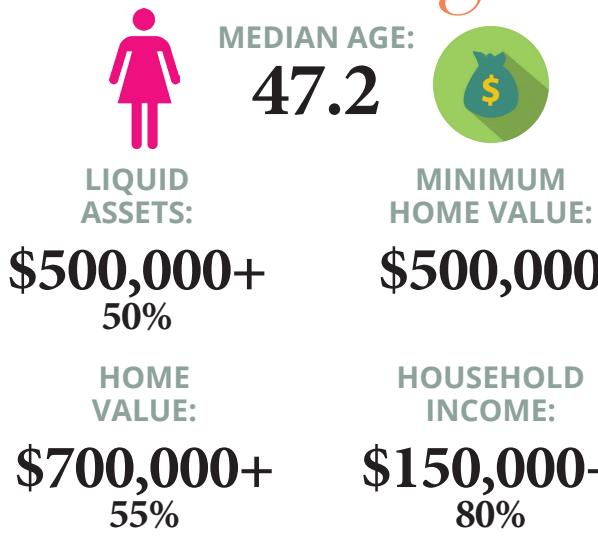
*Home Design & Decor* magazine doesn't stop with direct mail marketing. Our website and social media partners are an added value for your business strengthening your online presence and increasing your exposure through our social media outlets of Instagram, Pinterest, Houzz, Facebook, Twitter, organic search engine optimization, new issue email blasts to thousands of readers, and a fully optimized mobile website.



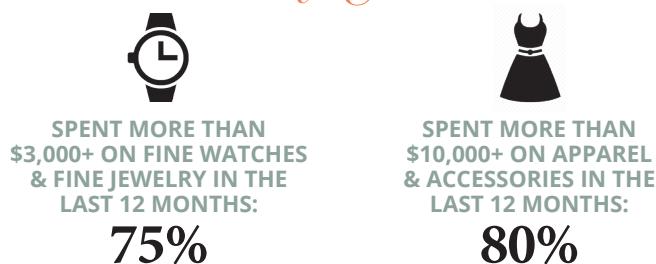
# HOME

DESIGN & DECOR

## wealth/age



## luxury goods



Index: Top quintile of users of each medium among adults 18+ with HHI \$100K+ vs. all adults 18+ with HHI \$100K+. Source: Ipsos Affluent Survey USA, 2014.

## luxury travel

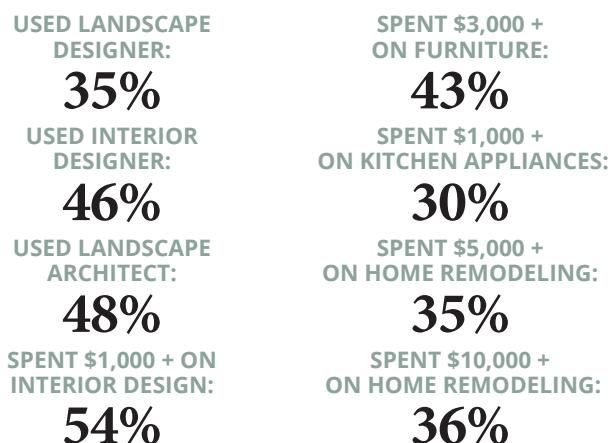


Index: Top quintile of users of each medium among adults 18+ with HHI \$100K+ vs. all adults 18+ with HHI \$100K+. Source: Ipsos Affluent Survey USA, Fall 2016.

## results



## home improvement activity in the past 12 months



## home improvement activity planned for the next 12 months



Index: Top quintile of users of each medium among adults 18+ with HHI \$100K+ vs. all adults 18+ with HHI \$100K+. Source: Ipsos Affluent Survey USA, Fall 2016.

Source: JD Power Automotive Media and Marketing Report, Summer 2014.

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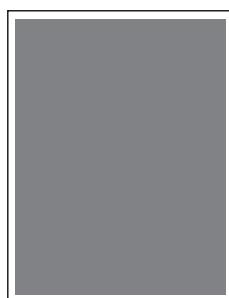
## AD SIZES & SPECIFICATIONS



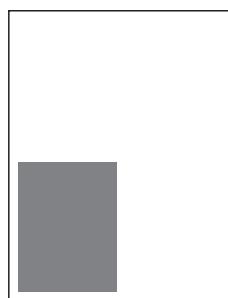
**Two page spread**  
16.75" x 10.8125" trim  
15.75" x 9.8125" live area  
17.25" x 11.3125" with bleed



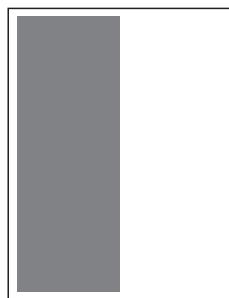
**Web Ad**  
500px x 285px  
72 dpi



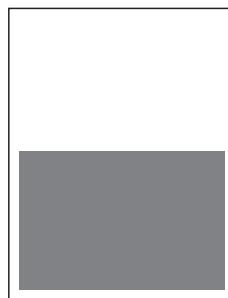
**Full page/full bleed**  
8.375" x 10.8125" trim  
7.375" x 9.8125" live area  
8.875" x 11.3125" with bleed



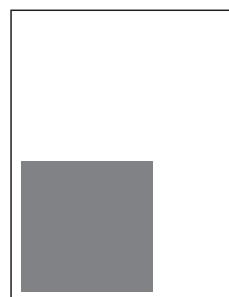
**Quarter page**  
3.45" x 4.6387"



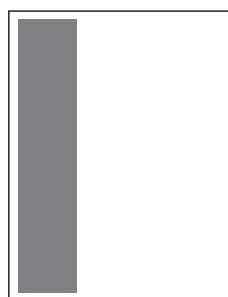
**Half page vertical**  
3.45" x 9.8125"



**Half page horizontal**  
7.375" x 4.6387"



**Third Page horizontal**  
4.7481" x 4.6387"



**Third Page vertical**  
2.1241" x 9.8125"

## Ad Formats

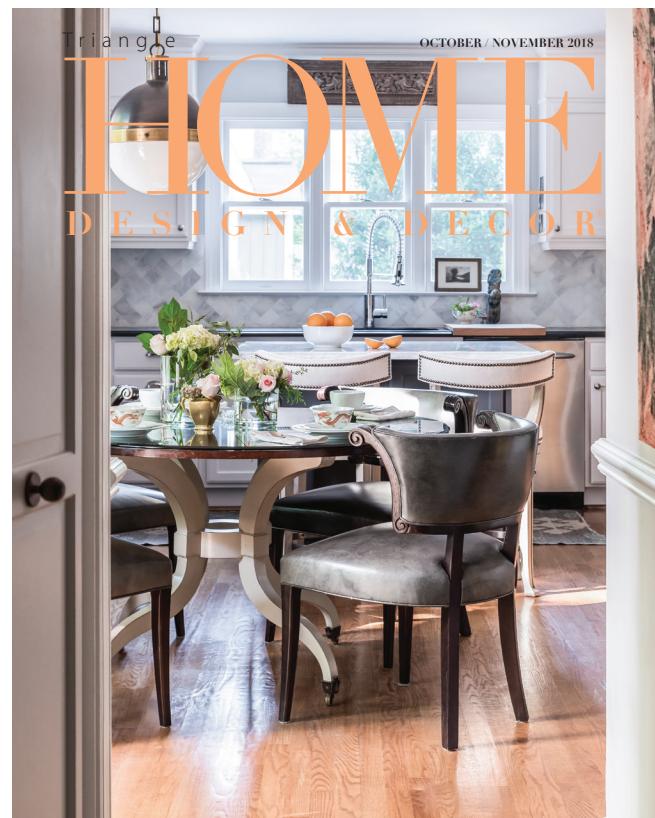
- Ads should be press quality PDF, TIFF or JPEG files
- No transparency, Acrobat 4.0 or higher
- All colors must be 4 color CMYK — No RGB or Spot
- Bleeds of .25 inches on all sides required on full page and 2 page spread ads. Crop marks should be included.

## Ad Creation & Photography

We can create your advertisement to our specifications for a nominal fee. Custom photography is available. Ask your account representative for details.

## Ad Submission

Ads can be sent via email or Dropbox. Ask your account representative for details.



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For more information, please visit our website at [www.homedesigndecormag.com](http://www.homedesigndecormag.com) or email us at [sales@homedesigndecormag.com](mailto:sales@homedesigndecormag.com)