

# HOMME

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 magazine 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 magazine 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 magazine is an affordable, well-rounded marketing platform.

REACH OVER 200,000 AFFLUENT HOMEOWNERS  
ANNUALLY FOR JUST PENNIES PER HOME

# HOMIE

## DESIGN & DECOR

### 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/advertorials, and full color ads.

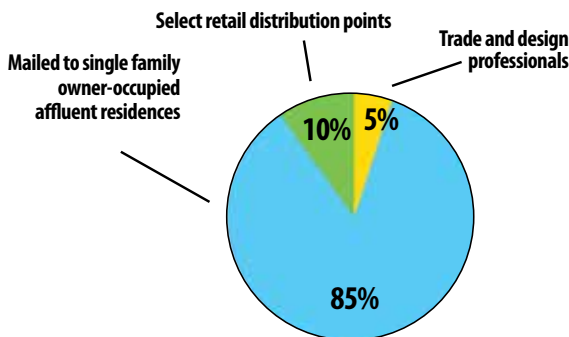
For readers, Home Design & Decor magazine is an inspiring and useful resource providing timely information from local experts, as well as original and compelling content on styles, trends, color, products, and designer profiles, all of which are carefully curated and produced by our meticulous editorial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

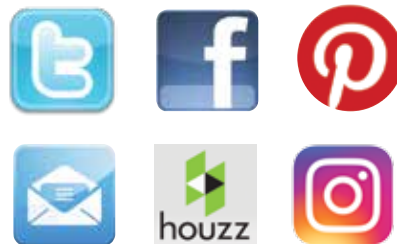
### DISTRIBUTION

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 \$600s 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% of our entire distribution is delivered directly to consumers' homes and mail boxes based on verifiable data sources. There's no guess work 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.



# HOMIE

DESIGN & DECOR

## wealth/age



MEDIAN AGE:

**47.2**



LIQUID ASSETS:

**\$500,000+**  
50%

MINIMUM HOME VALUE:

**\$500,000**

HOME VALUE:

**\$700,000+**  
55%

HOUSEHOLD INCOME:

**\$150,000+**  
80%

## luxury goods



SPENT MORE THAN \$3,000+ ON FINE WATCHES & FINE JEWELRY IN THE LAST 12 MONTHS:

**75%**



SPENT MORE THAN \$10,000+ ON APPAREL & ACCESSORIES IN THE LAST 12 MONTHS:

**80%**

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

VERY LIKELY TO TRAVEL ABROAD IN NEXT 12 MONTHS:

**15%**

SPENT \$10,000 + ON U.S. VACATION IN LAST 12 MONTHS:

**48%**

SPENT \$5,000 + ON U.S. TRAVEL IN LAST 12 MONTHS:

**32%**

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.



## automotive

BOUGHT A PREMIUM BRAND AUTOMOBILE IN THE PAST 12 MONTHS:

**35%**

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

LIKELY TO PURCHASE A TRUCK IN THE PAST 12 MONTHS:

**39%**

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

## results



AVERAGE TIME SPENT PER ISSUE:

**51.7 minutes**

Source: GfK MRI, Special Tabulators, Fall 2016.



TOOK ACTION AFTER SEEING AD:

**64%**

Source: GfK MRI Starch Advertising Research, July 2015-June 2016.



## home improvement activity in the past 12 months

USED LANDSCAPE DESIGNER:

**35%**

USED INTERIOR DESIGNER:

**46%**

USED LANDSCAPE ARCHITECT:

**48%**

SPENT \$1,000 + ON INTERIOR DESIGN:

**54%**

SPENT \$3,000 + ON FURNITURE:

**43%**

SPENT \$1,000 + ON KITCHEN APPLIANCES:

**30%**

SPENT \$5,000 + ON HOME REMODELING:

**35%**

SPENT \$10,000 + ON HOME REMODELING:

**36%**

## home improvement activity planned for the next 12 months

PLAN TO REDECORATE HOME:

**19%**

PLAN TO REMODEL KITCHEN:

**28%**

PLAN MAJOR LANDSCAPE PROJECT:

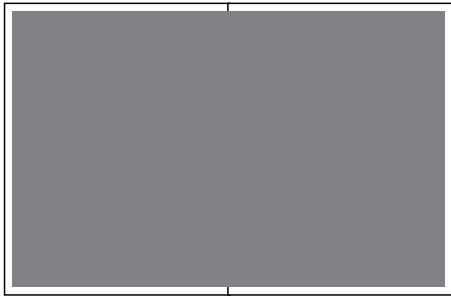
**34%**

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.





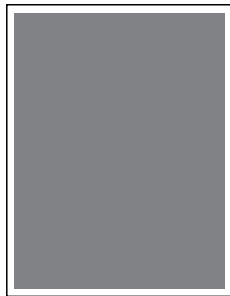
## AD SIZES & SPECIFICATIONS



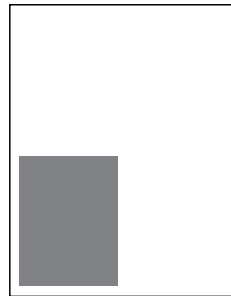
**Two page spread**  
16.75" x 10.8125" trim  
15.75" x 9.8125" live area  
17.25" x 11.3125" with bleed



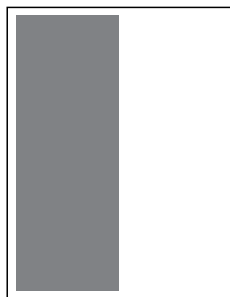
**Web Ad**  
500px x 285px  
72 dpi



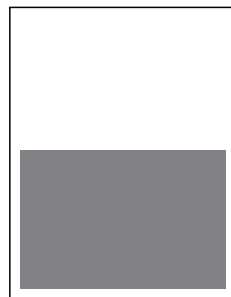
**Full page/full bleed**  
8.375" x 10.8125" trim  
7.375" x 9.8125" live area  
8.875" x 11.3125" with bleed



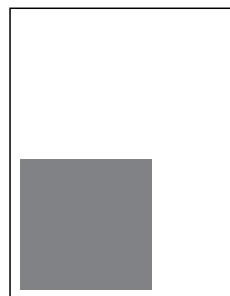
**Quarter page**  
3.45" x 4.6387"



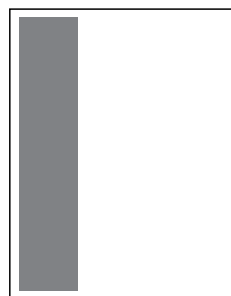
**Half page vertical**  
3.45" x 9.8125"



**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

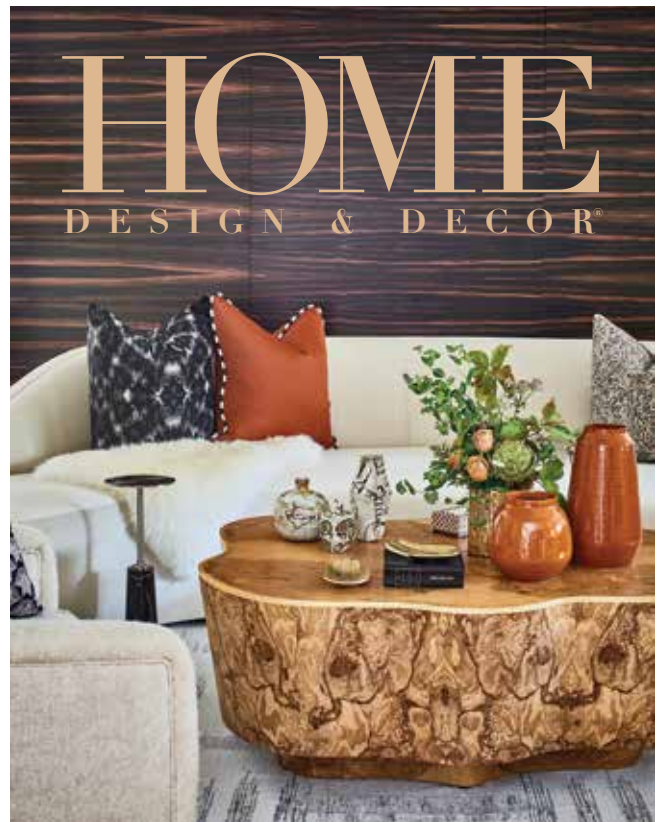
- Ads should be press quality PDF, TIFF or JPEG files
- No transparency, Acrobat 4.0 or higher
- All colors must be 4 color CMYK — No RGB or Spot
- Bleeds of .25 inches on all sides required on full page and 2 page spread ads. Crop marks should be included.

## 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.



# HOME

DESIGN & DECOR

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)