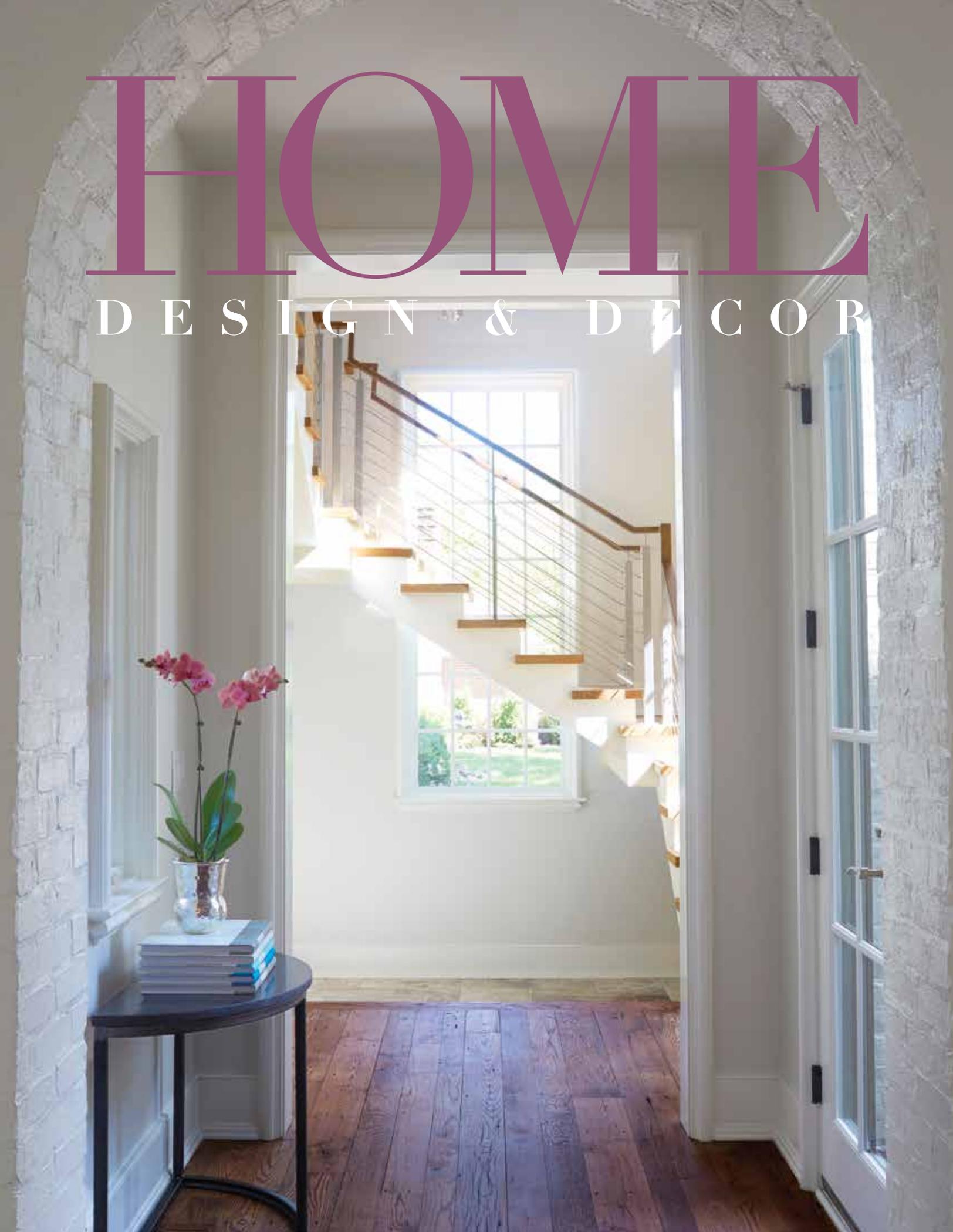


HOME

DESIGN & DECOR



MORE THAN A BEAUTIFUL MAGAZINE.

A BEAUTIFUL CONCEPT IN MARKETING.

Home Design & Décor Magazine is a regional design and lifestyle magazine, published in several cities throughout the United States. The total circulation exceeds 180,000 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 & Décor Magazine provides superior positioning for local and national advertisers through profiles of beautiful local homes, strategic advertorials and interesting trend articles. Home Design & Décor 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 & Décor Magazine is an affordable, well-rounded marketing platform.

REACH OVER 180,000 AFFLUENT HOMEOWNERS
ANNUALLY FOR JUST PENNIES PER HOME

HOMIE

DESIGN & DECOR

SINCE 2002

Home Design & Décor Magazine is one of the most established regional design and decorating magazines in the country. For advertisers, Home Design & Décor 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 & Décor Magazine is an inspiring and useful resource, providing timely information from local experts.

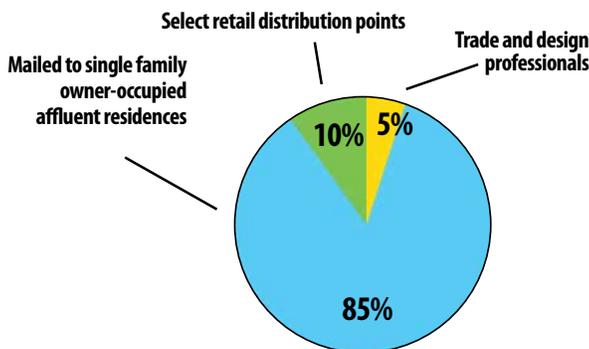
IN EVERY ISSUE

- Beautiful feature homes covering a variety of decorating styles
- National and local trend articles
- New products for decorating, kitchen, bath and design
- Local business feature articles
- Local contributing editors

DISTRIBUTION

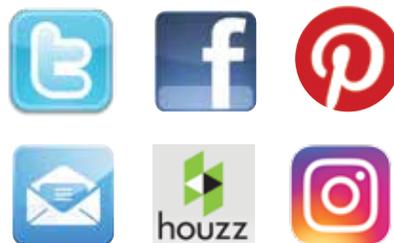
We direct mail to affluent, single family homes in each market, and supplement our distribution with hundreds of home-related retail locations, luxury car dealerships, real estate relocation offices, doctor's offices and mailings to the design trade, to ensure affluent homeowners see the magazine and your ad.

Depending upon the market served, the minimum house value of our direct mail starts in the low \$500's with no upper limit. 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 and home resale values 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 & Décor 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 web site.



HOMIE

DESIGN & DECOR

wealth/age



MEDIAN AGE:

42



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:

74%



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

77%

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:

16%

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

44%

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

25%

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.



automotive

BOUGHT A PREMIUM BRAND AUTOMOBILE IN THE PAST 12 MONTHS:

38%

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

results



AVERAGE TIME SPENT PER ISSUE:

53.1 minutes

Source: GfK MRI, Special Tabulators, Fall 2014.



TOOK ACTION AFTER SEEING AD:

61%

Source: GfK MRI Starch Advertising Research, July 2013-June 2014.



home improvement activity in the past 12 months

USED LANDSCAPE DESIGNER:

49%

USED INTERIOR DESIGNER:

41%

USED LANDSCAPE ARCHITECT:

40%

SPENT \$1,000 + ON INTERIOR DESIGN:

54%

SPENT \$3,000 + ON FURNITURE:

41%

SPENT \$1,000 + ON KITCHEN APPLIANCES:

30%

SPENT \$5,000 + ON HOME REMODELING:

30%

SPENT \$10,000 + ON HOME REMODELING:

25%

home improvement activity planned for the next 12 months

PLAN TO REDECORATE HOME:

35%

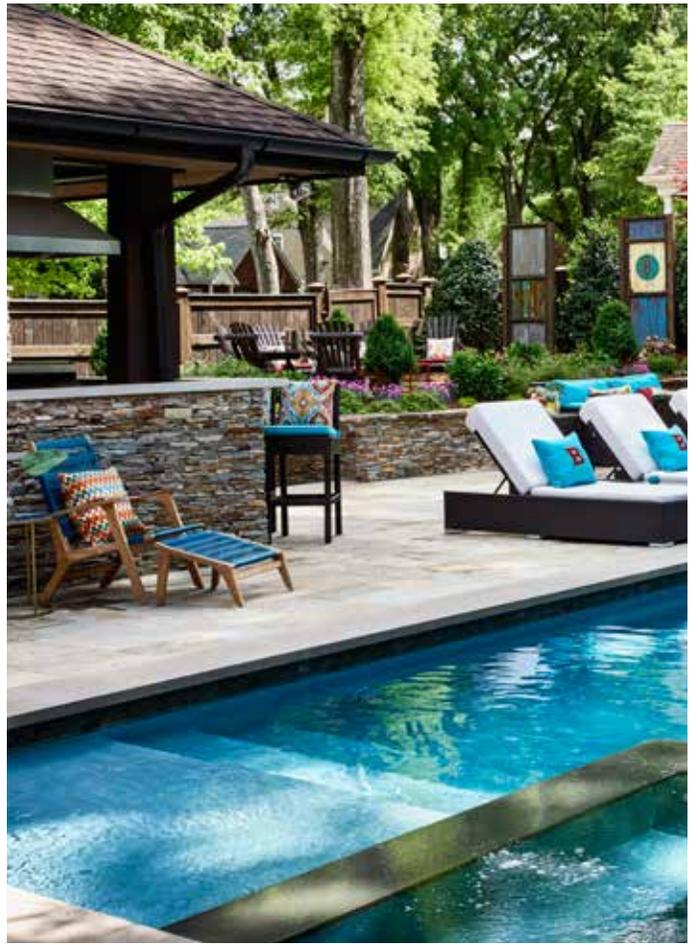
PLAN TO REMODEL KITCHEN:

34%

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, 2014.



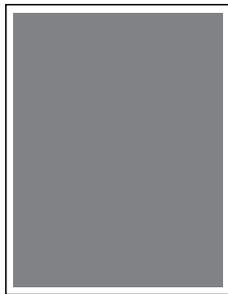
AD SIZES & SPECIFICATIONS



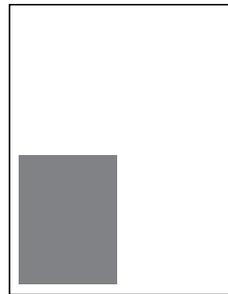
Two page spread
16.75" x 10.8125" trim
15.75" x 9.8125" live area
17.25" x 11.3125" with bleed



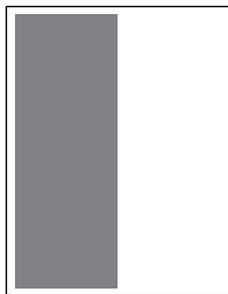
Web Ad
500px x 285px
72 dpi



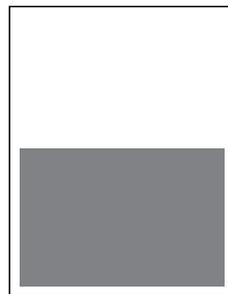
Full page/full bleed
8.375" x 10.8125" trim
7.375" x 9.8125" live area
8.875" x 11.3125" with bleed



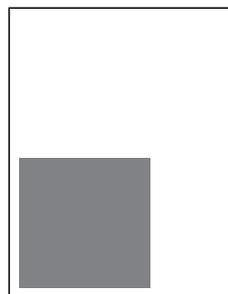
Quarter page
3.45" x 4.6387"



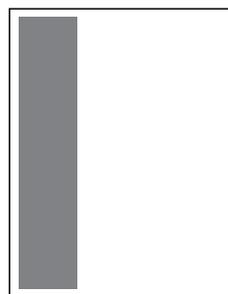
Half page vertical
3.45" x 9.8125"



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

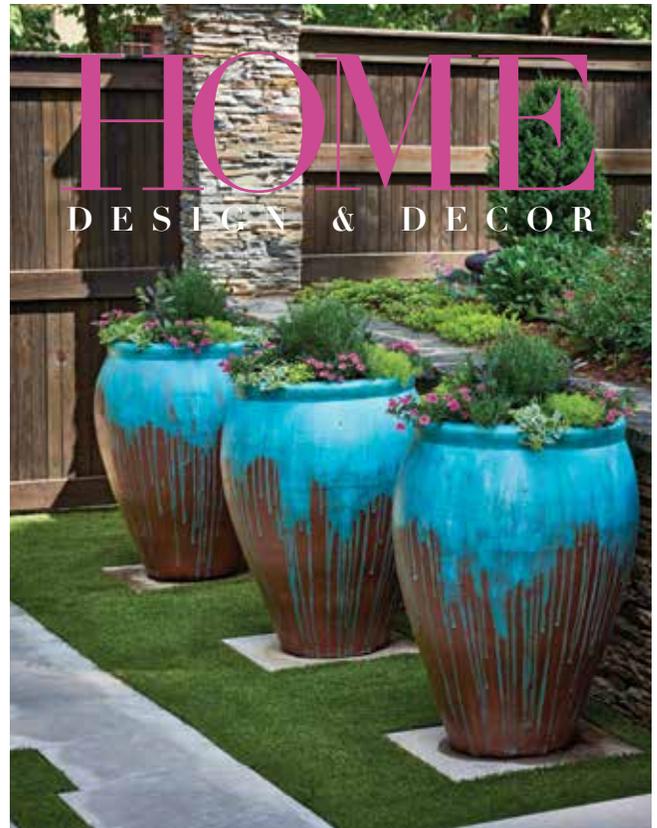
- Ads should be press quality PDF, TIFF or JPEG files
- No transparency, Acrobat 4.0 or higher
- All colors must be 4 color CMYK — No RGB or Spot
- Bleeds of .25 inches on all sides required on full page and 2 page spread ads. Crop marks should be included.

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.



HOMIE
DESIGN & DECOR

For more information please visit our website at www.homedesigndecormag.com or email us at sales@homedesigndecormag.com