

URBAN

# HOME

CELEBRATING INSPIRATIONAL DESIGN AND PERSONAL STYLE



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# MORE THAN A BEAUTIFUL MAGAZINE.

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A BEAUTIFUL CONCEPT IN MARKETING.

Urban Home Magazine is a design and lifestyle magazine serving three distinct markets. The total circulation exceeds 180,000 copies annually, in each market served.

The markets served are Charlotte, San Antonio / Austin and Raleigh / Durham.

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.

Urban Home Magazine provides superior positioning for local and national advertisers through profiles of inspiring beautiful local homes, strategic advertorials and interesting trend articles. Urban Home delivers the content readers want and the targeted and guaranteed delivery advertisers must have.

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

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

# URBAN HOME MAGAZINE

## SINCE 2002

Urban Home Magazine is one of the most established regional design and decorating magazines in the markets we serve throughout the country. For advertisers, Urban Home Magazine provides multiple marketing opportunities to reach a targeted upscale audience through product placement in insightful articles, advertorials and ads.

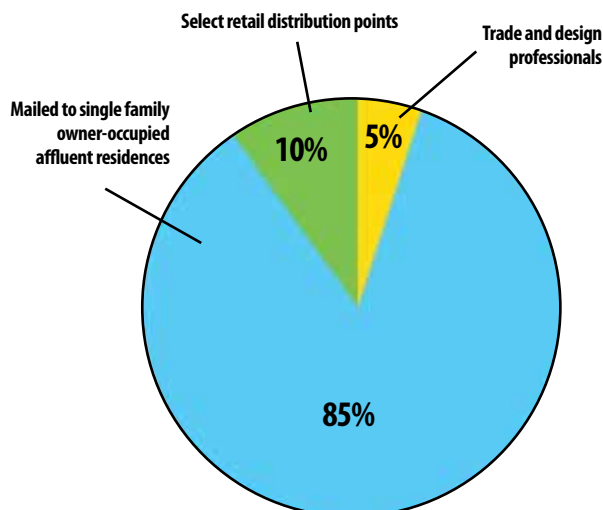
For readers, Urban Home Magazine is an inspiring and useful resource, providing timely information from local experts.

### 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 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. In fact, nearly 85% of our entire distribution is direct mail based. 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.



### URBAN HOME SOCIAL MEDIA

Urban Home 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, search engine optimization, email and mobile marketing.

### EMAIL AND MOBILE MARKETING / SOCIAL MEDIA

- Facebook, Twitter, Pinterest, Houzz postings
- New issue eblast with advertiser display ads



# URBAN HOME DEMOGRAPHICS

## 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%**

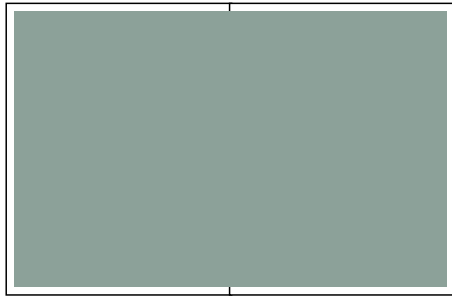
PLAN MAJOR LANDSCAPE PROJECT:

**34%**

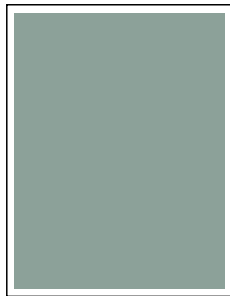
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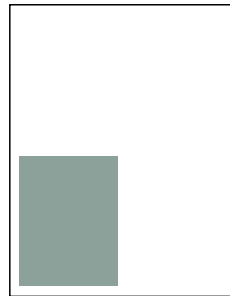
## URBAN HOME MAGAZINE AD SIZES & SPECIFICATIONS



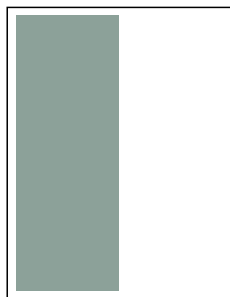
**Two page spread**  
16.75" x 10.8125" trim  
15.75" x 9.8125" live area  
17.25" x 11.3125" with bleed



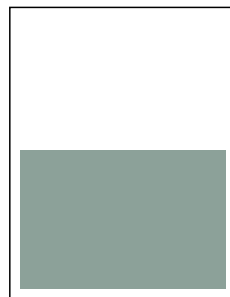
**Full page/full bleed**  
8.375" x 10.8125" trim  
7.375" x 9.8125" live area  
8.875" x 11.3125" with bleed



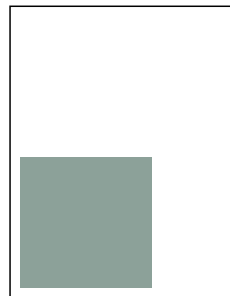
**Quarter page**  
3.45" x 4.6387"



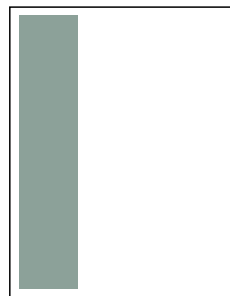
**Half page vertical**  
3.45" x 9.8125"



**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

Urban Home 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, CD, or USB flash drive. Ask your account representative for details.



### URBAN HOME MAGAZINE

For more information please visit our website at  
[www.urbanhomemagazine.com](http://www.urbanhomemagazine.com)  
or contact us at 704-332-1504  
email: [sales@urbanhomemagazine.com](mailto:sales@urbanhomemagazine.com)