

Welcome To Your HOME&DESIGN Connection

2021
MEDIA KIT

The Washington, DC market, including surrounding areas of Maryland and Virginia, is one of the best educated and highest income populations in the nation.

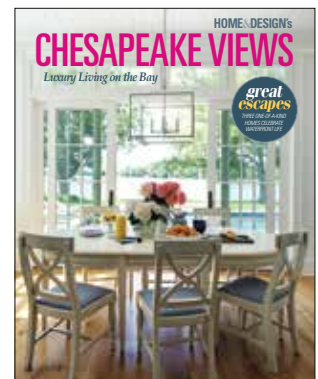
We connect the rich resources of our regional design trade with affluent consumers with household incomes over \$300,000 residing in homes valued at \$1 million and up.

We distribute 70,000 copies of bi-monthly issues across DC, MD and VA, 75% via mail and 25% via newsstands and targeted outlets.

We create a polished editorial product that demands the attention of readers and reflects favorably on the advertisers in our pages.

We offer numerous ways to enhance your awareness and engage customers, including:

- **Industry awards** partnerships recognizing interior designers, architects, kitchen + bath design, landscape design, remodeling and custom builders
- **Showroom promotions** via shopping guides and events
- **Ride-along polybag inserts** at less cost than postage alone
- **Custom Profiles** featuring individual and corporate accomplishments
- **Annual Idea Book** resource and home design planner
- **Chesapeake Views**, our twice yearly focus on Chesapeake Bay luxury living
- **HomeAndDesign.com** organized by design interest with Find A Pro search function



The Most Affluent Homeowners in Washington, DC, Maryland & Virginia

70,000 Copies in All the Right Places

- **51,000 High-End Households**, including all owners of million-dollar-homes earning \$300,000+
- **4,500 Design Trade**, including members of AIA, ASID, IFDA, LCA, MBIA, NARI, NKBA, NVBIA
- **3,000 Home Buyers & Home Sellers**, via premier luxury real estate offices
- **11,500 Prominent Retail Locations**, airports, bookstores, and all top supermarket chains

READER DEMOGRAPHICS

Female	68%
Male	32%
Median Age	51.5
Median Home Value	\$1,000,000
Median Annual Income	\$300,000
Own a car costing \$50,000+	42%
Have a swimming pool	19%
Have a home theater	21%
Own a 2nd Home	37%

WHAT READERS PLAN TO BUY

Antiques & Accessories	21%
Bath Design	28%
Carpets & Flooring	29%
Cabinetry & Closet Design	29%
Furniture (traditional)	21%
Kitchen Design & Appliances	29%
Landscape Design	29%
Lighting & Automation	20%
Remodeling	23%
Window & Door Treatments	28%

PREFERRED BY DESIGNERS

WHICH MAGAZINES DO YOU READ REGULARLY?

Asked of ASID-DC Members:

HOME&DESIGN	81%
Architectural Digest	60%
Washingtonian	49%
House Beautiful	46%
Veranda	30%
Elle Décor	29%
DC Modern Luxury	14%
Capitol File	2%

(Source: Reader Survey)



**11 of the 25
Wealthiest Counties
in America are
in our Regional
Circulation Target**

JAN/FEB – WINTER 2021

- Great Kitchens & Products
- Designed Home Spaces: Work, Study, Closets, Storage
- Architecture Awards & Profiles (AIA)
- Design Referrals (The Customer Experience)

MAR/APR – SPRING 2021

- Landscape Design Awards & Profiles (LCA)
- Fine Furniture Showroom Picks
- Design/Build Awards & Profiles (MBIA)

Special Edition:

CHESAPEAKE VIEWS – SPRING 2021



Luxury Living on the Bay and Home Design Resources Directory

- Special Feature: **Building on the Water**

MAY/JUN – LATE SPRING 2021

- Outdoor Space Design
- Outdoor Entertaining Products
- Remodeling Awards & Profiles (NARI)

JUL/AUG – SUMMER 2021

- Interior Designers Up Close
- New Looks in Fine Furniture (High Point)
- Luxury Baths & Products
- Design Referrals (The Customer Experience)

SEP/OCT – FALL 2021

- The Architecture Issue (ICAA John Russell Pope Awards)
- Landscaping Innovative Solutions
- Top Custom-Built Homes (MBIA)

2022 ANNUAL IDEA BOOK

Inspiration For A Beautiful Home



- Design Planner Sections:
- Build
- Interior Design
- Kitchen+Bath
- Landscape
- Remodel

Special Edition:

CHESAPEAKE VIEWS – FALL 2021



Luxury Living on the Bay and Home Design Resources Directory

- Special Feature: **Landscaping on the Water**

NOV/DEC – LATE FALL 2021

- Before & After Issue – Makeover Magic
- Home Technology Project Profiles
- Lighting Flair
- Artisan Profiles



TO SUBMIT YOUR PRINT READY AD:

- Accepted File Types: PDF, JPEG, TIF.
- Ads submitted without a SWOP3-standard proof waive the right to question color/reproduction. Upon request, we can pull a proof on your behalf and as a production charge of \$85 to your invoice.
- All files must be 300 dpi at printed size and be converted to CMYK. Each image within the file must be 300 dpi.

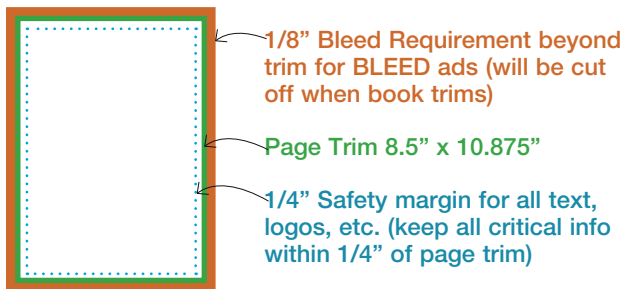
2021 ADVERTISING DEADLINES

ISSUE	AD DUE	MAIL DATE
March/April	01/08/21	02/11/21
May/June	03/12/21	04/15/21
July/August	05/14/21	06/17/21
September/October	07/09/21	08/12/21
Idea Book 2021	08/27/20	09/30/21
November/December	09/24/21	10/28/21
January/February	11/12/21	12/16/22

AD DIMENSIONS:

Bleed Ads:

Full Page	8.75" x 11.125"
(includes add'l 1/8" that will be trimmed)	
Spread	17.25" x 11.125"
(includes add'l 1/8" that will be trimmed)	



Non-Bleeds Ads:

Full Page (non-bleed, Live Area).....	7.375" x 9.812"
Spread (non-bleed).....	16.875" x 9.875"
2/3 Page—Vertical.....	4.75" x 9.875"
1/2 Page—Horizontal.....	7.375" x 4.812"
1/2 Page—Vertical.....	3.562" x 9.875"
1/3 Page—Square.....	4.75" x 4.812"
1/3 Page—Vertical.....	2.375" x 9.875"
1/4 Page	3.562" x 4.812"

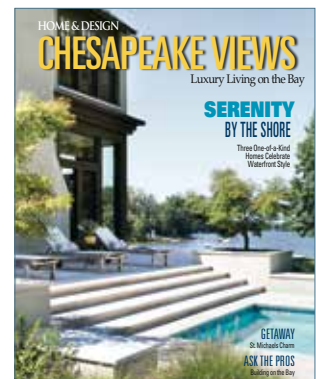
MAGAZINE PAGE SIZE.....8.5" x 10.875"

Common Ad Problems to Avoid

Please check your ad for these errors before sending

- Incorrect dimensions
- Content too close to trim of page
- Bleed Ad does not include 1/8" bleed beyond trim
- Low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space
- Position marks or color bars in the live area

All file materials can be sent to ftp@homeanddesign.com
For much larger files please use www.wetransfer.com



WEBSITE

30,000 unique visitors monthly

Description	Location	Rate Unit	Rate*	Pkg. Buy 6
Leaderboard 728x90/RGB/72ppi	Home Page	Per Month	\$450	\$2,000
	Articles	Per Month	\$250	\$1,200
	Resources	Per Month	\$300	\$1,500
Box Ad 300x250/RGB/72 ppi	Home Page	Per Month	\$500	\$2,500
	Articles	Per Month	\$300	\$1,500
	Resources	Per Month	\$350	\$1,800
Category Carousel 400x600/RGB/150 ppi	Home Page & Articles	Two Months	\$600	\$3,000
Spotlight 300x164/RGB/72ppi	Articles	Per Month	\$200	\$1,000
	Resources	Per Month	\$250	\$1,200
FIND A PRO Listing 600x400 pixels, 150 ppi	Resources	Monthly	\$95	\$450

E-MAIL

2,000 Design Trade; 15,000 Design Consumers

Newsletter	1st and 3rd Friday monthly	Spotlight Ad	\$400	\$2,200
Consumer E-Blast	1 time per week	Each	\$500	\$2,500
Trade E-Blast	1 time per week	Each	\$700	\$3,500
Consumer+Trade	Exclusive	One Week	\$1,000	\$5,000

SOCIAL MEDIA Over 50,000 Followers



Facebook	Daily	Each Post	\$95	\$500
Twitter	Daily	Each Post	\$75	\$400
Instagram	Daily	Each Post	\$95	\$500
Pinterest	Daily	Each Post	\$75	\$400
Post All Social Media	Exclusive	One Week	\$295	\$1,400

SUGGESTED PACKAGES

Pkg. Rate

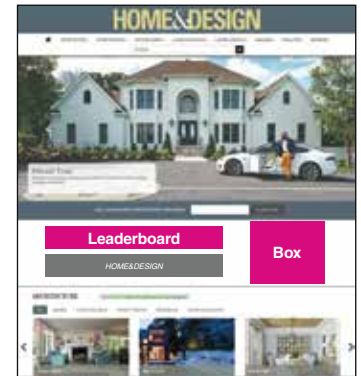
Consumer Event	Grand Opening, Special Appearance, One-Day Sale, etc.	\$1195 (save \$395)	Facebook/Instagram Posts, E-Blast, Newsletter Spotlight, 1 Month Box Ad
To The Trade	Grand Opening, Seminar, New Product, etc.	\$895 (save \$395)	Facebook/Instagram Posts, Trade E-Blast, Newsletter (trade only) Spotlight

Rates include ad creation from your provided text and lo-res images.

* HOME&DESIGN Print Advertiser: Earn 10% off for each print ad contracted, up to 50% off.

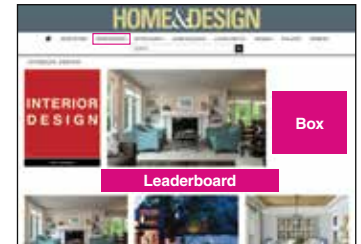
HOME PAGE

- Leaderboard
- Box
- Category Carousel



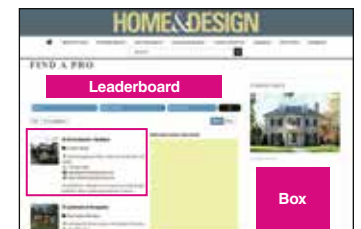
CATEGORY PAGE

- Leaderboard
- Box
- Spotlight (articles only)



FIND A PRO

- Leaderboard
- Box
- Listing



E-NEWSLETTER

- Spotlight



DC • MD • VA

HOME&DESIGN
THE MAGAZINE OF ARCHITECTURE AND FINE INTERIORS

Fine Living on the Water

EDITORIAL

Chesapeake Views is designed to engage consumers whose proximity and income make them likely prospects for a shoreline lifestyle. Regular topics include home makeovers, design for water views, Eastern Shore travel and dining, and a Who's Who directory of home design specialists.

CIRCULATION

50,000 TOTAL

40,000 Mailed to \$900K+ Home Owners in MD/VA/DC Top 20 Income Zip Codes Plus Owners in Annapolis and other Eastern Shore communities, home value \$800K++

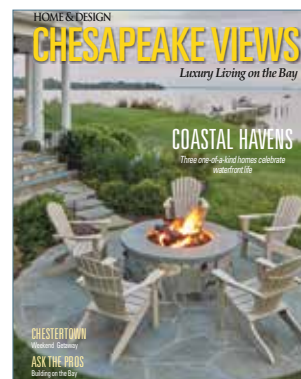
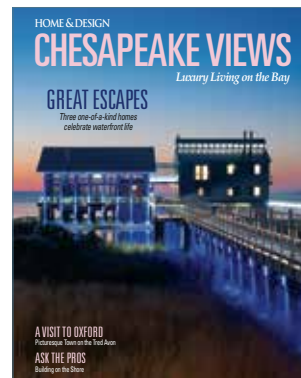
10,000 Public Display on newsstands and prominent locations, including:

Annapolis Yacht Club	Inn at Perry Cabin
Baltimore Yacht Club	Marriott Waterfront Annapolis
Blue Herron Golf Course	Maryland Inn
Bodkin Yacht Club	Mercedes Benz of Annapolis
Eastport Yacht Club	River House, Easton Golf Club
Governor Calvert House	Severn Sailing Association
Harbourtowne Resort	Tidewater Inn
Hyatt Regency Resort	Westin Hotel Annapolis

SCHEDULE

Published in two stand-alone issues and one issue bound into the Home&Design Idea Book.

	Ad Deadline	Mail Date
Spring 2021 Focus Section: Outdoor Living	March 12	May 11
Fall 2021 Focus Section: Kitchens	September 24	November 23
Idea Book Edition	August 27	October 26





The *HOME&DESIGN* Idea Book is a practical touchpoint with luxury home owners when they are enhancing the homes in which they have so much invested. From additions to full custom homes, from interior design to landscape design, the Idea Book offers sound advice and inspiring examples for creating a design vision and getting it done.

SECTIONS

BUILD

Where the talents of Architects and the craftsmanship of Master Builders are explored. Tips on the design process, new products, doors and windows trends.

DESIGN

We present Interior Designers' top choices for furnishings and accessories, carpets, and window treatments. How to enhance a space with all the right details from local sources.

KITCHEN + BATH

Top pros share new designs, surfaces and appliance choices. Where to spend and splurge. How to schedule a major project. How to go big in a small space.

LANDSCAPE

Do's and don'ts of eye-pleasing plantings. Outdoor living features from stonescapes to pools.

REMODEL

How to freshen existing spaces. Appealing exteriors, reorganized interiors, efficient closets, stylish lighting and home tech updates.

The Idea Book is designed to be a year-long reference for future home improvement projects.

Deadlines: Contract – 08/16/21
Ad Materials – 08/27/21

Schedule: In Mailboxes – 10/08/21
On Newsstands – 10/26/21

STORE FRONT

updates consumers on the storefronts and showrooms that have recently opened

WHERE TO SHOP

a special section of top retailers, profiling the products and services they provide for luxury design

TOP PROS

a convenient reference to help homeowners select the right pro for their home makeover

BY THE NUMBERS

The Idea Book will circulate through late 2021 and much of 2021 in the following ways:

- 65,000 mailed initially to *million-dollar-home owners*
- 4,000 mailed periodically to *new home owners* in residences valued at \$900,000+
- 9,000 placed in *book stores* and select newsstand
- 2,000 copies at design events, show houses and the Washington Design Center.

FULL RUN EDITION -- 80,000 Copies

REGIONAL OPTIONS – 12,000 Copies each:

- Bethesda/Potomac Region
- Tysons Corner Region