

# Welcome!

## We Are Your Home Design Connection in the Nation's Capital

**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 \$500,000 residing in homes valued at \$1 million and up.

**We distribute** 65,000 copies of bi-monthly issues across DC, MD and VA, 75% via mail and 20% 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:

- **Annual Idea Book** resource and home design planner
- **Chesapeake Views**, our twice yearly focus on Chesapeake Bay luxury living
- **The HOME&DESIGN Excellence Awards** recognizing interior designers, architects, kitchen + bath design, landscape design, remodeling and custom builders



- **HomeAndDesign.com** organized by design interest with Find A Pro search function
- **Social Media Posts** to followers on Instagram, Twitter, Facebook, and others
- **E-Newsletter** sent semi-monthly to both trade and consumer followers
- **Ride-along polybag inserts** at less cost than postage alone
- **Custom Profiles** featuring individual and corporate accomplishments

# Our Audience

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

65,000 Copies in All the Right Places

- **48,000 High-End Households**, including all owners of million-dollar-homes earning \$500,000+
- **5,000 Design Trade**, including members of AIA, ASID, IFDA, LCA, MBIA, NARI, NKBA, NVBIA
- **12,000 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:

<b>HOME&amp;DESIGN</b>	<b>81%</b>
Architectural Digest	60%
Washingtonian	49%
House Beautiful	46%
Veranda	30%
Elle Décor	29%
DC	14%

(Source: Reader Survey)

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



## JAN/FEB – WINTER

- **Kitchens Issue:**
- **Closets + Built-Ins:**
- **Custom Home Awards (AIA) & Profiles**
- **Client Testimonials**

## MAR/APR – SPRING

- **Landscape Design Awards & Profiles (LCA)**
- **Design/Build Awards (MBIA)**
- **Second Homes:**

Special Edition:

## CHESAPEAKE VIEWS

SPRING

*Luxury Living on the Bay and Home Design Resources Directory*

- **Special Feature:**  
Realtors

## MAY/JUN – LATE SPRING

- **Outdoor Spaces**
- **Remodeling Awards & Profiles (PRO-MidAtlantic)**
- **Fine Furniture Showrooms**

## JUL/AUG – SUMMER

- **Interior Designer Spotlight**
- **Kitchen + Bath Awards (NKBA-DC)**
- **25th Anniversary Celebration (2024)**

## SEP/OCT – FALL

- **The Architecture Issue:**
- **Landscape Planning**
- **Luxury Baths**

Special Edition:

## CHESAPEAKE VIEWS

FALL

*Luxury Living on the Bay and Home Design Resources Directory*

- **Special Feature:**  
Builders

## NOV/DEC – LATE FALL

- **Top Custom Builders:**
- **Home Technology**
- **Lighting Design**

ANNUAL IDEA BOOK

## Idea Book

**Inspiration For A Beautiful Home  
Design Planner Sections:**

- Architecture/Build
- Interiors
- Kitchen+Bath
- Landscape
- Remodel

**Featuring the HOME&DESIGN  
Excellence Awards Winners**



# Ad Deadlines & Specifications

2023  
MEDIA KIT

## 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 add 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.

## 2023 Advertising Deadlines

Issue	Ad Due	Mail Date
January/February	11/10/22	12/15/22
March/April	01/09/23	02/09/23
May/June	03/09/23	04/14/23
July/August	05/11/23	06/15/23
September/October	07/06/23	08/10/23
Idea Book 2024	08/30/23	09/28/23
November/December	09/21/23	10/26/23

## Ad Dimensions

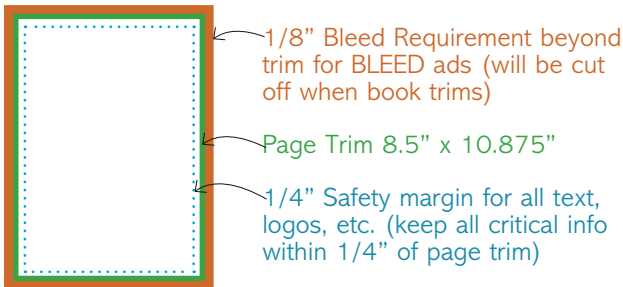
### Bleed Ads:

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](mailto:ftp@homeanddesign.com)  
For much larger files please use [www.wetransfer.com](http://www.wetransfer.com)





# Online Opportunities

2023  
MEDIA KIT

## WEBSITE

**25,000 unique visitors monthly**

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

## E-MAIL

**4,500 Design Trade; 18,000 Design Consumers**

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

## SOCIAL MEDIA

**Over 70,000 Total Followers**



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

## SUGGESTED PACKAGES

**Pkg. Rate**

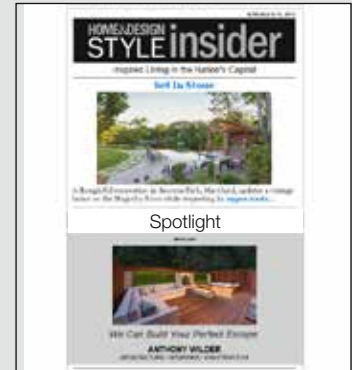
<b>Consumer Event</b>	Grand Opening, Special Appearance, One-Day Sale, etc.	<b>\$1195</b> (save \$395)	Facebook/Instagram Posts, E-Blast, Newsletter Spotlight, 1 Month Box Ad
<b>To The Trade</b>	Grand Opening, Seminar, New Product, etc.	<b>\$895</b> (save \$395)	Facebook/Instagram Posts, Trade E-Blast,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

## E-NEWSLETTER (2x Month)

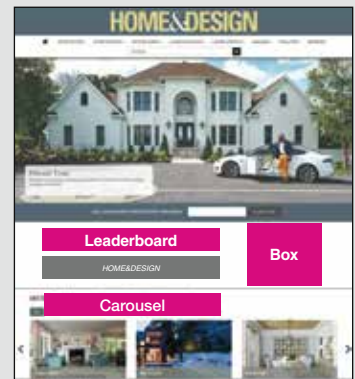
- Spotlight



## WWW.HOMEANDDDESIGN.COM

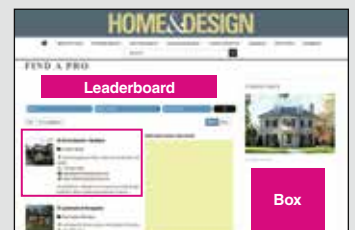
- Leaderboard
- Box AD
- Category

## CHOOSE HOME PAGE, CATEGORY OR PRO PAGES



## FIND A PRO DIRECTORY

- Listing
- Box Ad



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

**45,000 TOTAL**

**40,000 Mailed**

**18,500 to the Chesapeake region** including Annapolis, Gibson Island and Eastern Shore

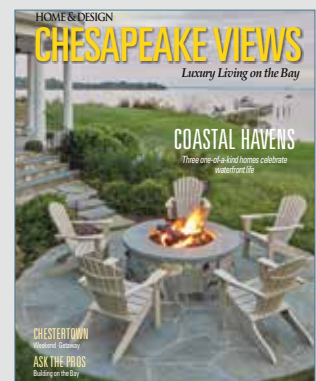
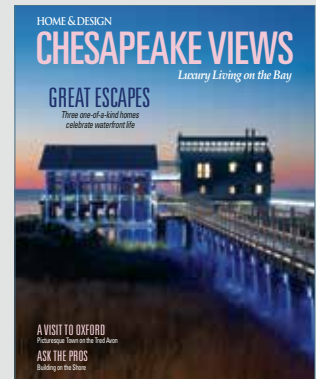
**21,500 to homeowners in wealthiest neighborhoods** including Georgetown and Chevy Chase in DC; Alexandria, McLean and Great Falls in Virginia; and Bethesda and Potomac in Maryland

**5,000 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

Issue	Ad Deadline	Mail Date
Spring	March 10	April 21
Fall	September 22	October 30



## Focused Sections: Build, Interiors, Kitchen+Bath, Landscape & Remodel

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.

### Tabbed 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.

#### Interiors

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.

### Schedule

Contract – 08/14/23

In Mailboxes – 10/09/23

Ad Materials – 08/25/23

On Newsstands – 10/24/23

### BY THE NUMBERS: 75,000 CIRCULATION

The Idea Book will circulate through late 2023 and much of 2024 in the following ways:

- 60,000 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.

### Special Features

#### Store Front

updates consumers on the storefronts and showrooms that have recently opened

#### HOME&DESIGN Excellence Awards

Our juried competition that showcases the finest regional work by home design professionals.



## HOME&DESIGN is the only DC-area magazine that...

- Has a Home Design editorial focus
- Reaches 95% of households earning \$500,000++ in homes valued over \$1 million
- Takes your ad into homes at a cost under 10 cents per copy

Publication	HOME & DESIGN	Architectural Digest - Wash DC	Arlington	Bethesda	DC	Northern Virginia	Washingtonian
<b>Circulation</b>	65,000	16,000	25,000	25,000	50,000	40,000	96,000
<b>Annual Issues Printed</b>	7	12	6	6	6	12	12
<b>Editorial Focus</b>	Homestyle	Homestyle	Lifestyle	Lifestyle	Lifestyle	Lifestyle	Lifestyle
<b>Delivery Area</b>	DC, VA, MD	DC, VA, MD	VA only	DC, MD	DC, VA, MD	VA only	DC, VA, MD
<b>Copies Mailed</b>	<b>53,000</b>	<b>16,000</b>	<b>17,000</b>	<b>20,000</b>	<b>30,000</b>	<b>20,000</b>	<b>72,000</b>
<b>Avg. Home Value</b>	\$1,000,000 +	Unavailable	\$930,000	Unavailable	\$845,240	\$510,000	\$898,000
<b>Median Income</b>	\$300,000	Unavailable	\$233,000	\$270,000	\$289,040	\$226,289	\$193,200
<b>4/C Page Rate - 6X</b>	\$5,500	\$1,900	\$2,975	\$2,600	\$8,000	\$3,200	\$13,680
<b>Your Cost Per Copy Mailed</b>	<b>9.6¢</b>	<b>12¢</b>	<b>17¢</b>	<b>13¢</b>	<b>26¢</b>	<b>16¢</b>	<b>19¢</b>
<b>To The Design Trade</b>	Yes – 5,000	NO	NO	NO	NO	NO	NO

Source: Media Kit and recent rate quotes. Corrections may be sent to [info@homeanddesign.com](mailto:info@homeanddesign.com)

11/2022

