

Online Opportunities

2023
MEDIA KIT

WEBSITE

25,000 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

4,500 Design Trade; 18,000 Design Consumers

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

SOCIAL MEDIA

Over 70,000 Total 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.

E-NEWSLETTER (2x Month)

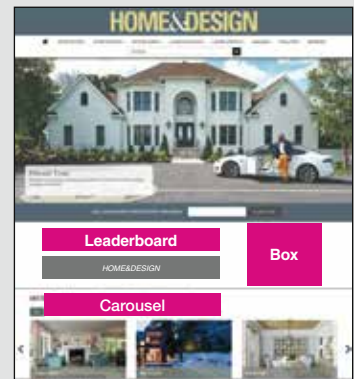
- Spotlight



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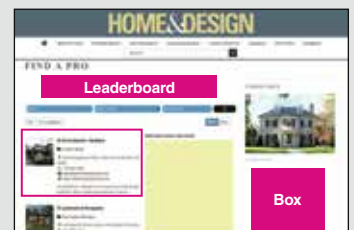
- Leaderboard
- Box AD
- Category

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