

All rates are
NET for each
insertion.

Plan Your Digital Line-up Here.

25,000 unique visitors monthly 5,000 Trade and 20,000 Consumers ... Over 70,000 Followers.
Give your digital campaign the credibility and impact of an established print publisher.

WEBSITE - 25,000 Unique Visitors Monthly

PLACEMENT	UNIT	SIZE	PER MONTH	3 MONTH PKG.
Home Page	Leaderboard	728x90	\$ 450	\$1200
	Box	300x250	\$ 500	\$1300
	Carousel*	400x400	\$ 600**	\$1500
Landing Page*	Leaderboard	728x90	\$ 250	\$ 600
Article Sidebar	Box	300x250	\$ 300	\$ 750
Find-A-Pro	Resource Listing	75 words+12 images	\$ 95	\$ 250

EMAIL BLAST - 5,000 Key Trade; 20,000 Luxury Consumers

DEMOGRAPHIC	UNIT	SIZE	PER SEND	3X PKG.
Trade	Email	See Digital Specs	\$ 800	\$2000
Consumer	Email	See Digital Specs	\$ 600	\$1500
Trade + Consumer	Email	See Digital Specs	\$1200	\$3000

E-NEWSLETTER - 25,000 Circulation

DEMOGRAPHIC	UNIT	SIZE	PER SEND	3X PKG.
Trade + Consumer	Email	See Digital Specs	\$ 400	\$1300

SOCIAL MEDIA - 70,000+ Followers

PLATFORM	UNIT	SIZE	PER POST	3X PKG.
Facebook	Post	See Digital Specs	\$ 95	\$ 250
Instagram	Post	See Digital Specs	\$ 95	\$ 250
X (Formerly Twitter)	Post	See Digital Specs	\$ 75	\$ 200
Pinterest	Post	See Digital Specs	\$ 75	\$ 200
Social Blitz (ALL above, same day)	Package	See Digital Specs	\$ 295	\$ 700

* Pricing for one category: Architecture, Interior Design, Kitchen+Bath, Landscape Design, Luxury Lifestyles.

** Carousel pricing is two-months (coincides with publication dates).

PROMOTIONAL PACKAGES

CONSUMER – \$1295 (save \$495)

Grand Opening, Special Appearance, One-Day Sale, etc.

Includes: Facebook and Instagram Post (1 of each), Consumer E-Blast, Newsletter Spotlight, and Box Ad (one month)

TRADE – \$995 (save \$495)

Grand Opening, Seminar, New Product, etc.

Includes: Facebook and Instagram Post (1 of each), Trade E-Blast, and Newsletter Spotlight

Your Digital Design Information.

We'll work with you to modify or create content that is appropriate for your target.

Website

Leaderboard

- Click to URL
- Image (size/format):
 - 728 x 90 pixels (horizontal)
 - RGB, 72 ppi, jpg or png
- Provide separate image to display on mobile: 300 x 250 pixels (horizontal)

Box

- Click to URL
- Image (size/format):
 - 300 x 250 pixels (horizontal)
 - RGB, 72 ppi, jpg or png

Carousel

- Click to URL
- Image (size/format):
 - 400 x 400 pixels (horizontal)
 - RGB, 150 ppi, jpg or png
- Text:
 - Company Name
 - Deck/Tagline (15 words maximum)

Find-A-Pro Resource Listing

- Logo and Up to 12 Display Images
- Image (size/format):
 - 400 x 600 pixels (horizontal or vertical)
 - RGB, 150 ppi, jpg or png
- Text:
 - Company Name
 - About Us Depiction (75 words maximum)
 - Public Phone, Email, and Click to URL
 - Social Media (username or URL):
Instagram, Facebook,
X (Formerly Twitter), Pinterest
 - Public Address or City/State only if you want to keep location private.
 - Have multiple locations? Provide a Click to URL to your website's locations-page.

E-Newsletter Spotlight

- Click to URL
- Image Size/Format:
 - 400 x 600 pixels (horizontal)
 - RGB, 150 ppi, jpg or png
- Text:
 - Company Name, Headline and Display Text (50 words maximum)

E-Mail Blast

- Click to URL
- Image (size/format):
 - 400 x 400 pixels (horizontal)
 - RGB, 150 ppi, jpg or png
- Text:
 - Subject Line, Company Name, Headline, and Display Text (50 words maximum)
- *Want to provide email-ready design?*
Provide HTML or a Click to URL and image:
RGB, 150 ppi, jpg or png, (600 pixels minimum width) x 1700 pixels (max height).

Social Media

Instagram, Facebook, X (Formerly Twitter), Pinterest *Blitz package includes all*

- Username or URL
- Image (size/format):
 - 400 x 600 pixels (horizontal or vertical)
 - RGB, 150 ppi, jpg or png
- Text:
 - Company Name
 - Facebook Text (100 words maximum)
 - X (Formerly Twitter) Text (140 characters maximum)