



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

Homestyles Media, Inc. offers a variety of print and digital opportunities to engage the luxury market in the Washington, DC region. There is a large and diverse audience of upper income consumers with sophisticated tastes and a keen interest in fine design. Our high-style magazines offer a sophisticated environment suitable for building brand image and prompting luxury purchases.



*Home & Design*, published bi-monthly, takes readers into the region's finest homes, exploring the creativity and craftsmanship of top architects, interior designers, custom builders and landscape architects.



The annual *Idea Book* edition of *Home & Design* is a resource and planning tool that sparks homeowner enhancements to their luxury properties. Includes the annual *Home & Design Excellence Awards*.



*Chesapeake Views*, our semi-annual focus on Maryland's Chesapeake Bay region, explores fine homes and fine living on its appealing shoreline of nooks and crannies with water views.

HOMESTYLES MEDIA INC.

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## ***Home & Design***

*Home & Design* is the most widely respected and best-known voice for fine home design in the DC-MD-VA region.



For more than two decades, *Home & Design* has provided an ideal environment for luxury goods and professional home design services. We connect the local design community with the region's most affluent households by featuring inspiring home enhancements in sophisticated and lushly presented editorial features.

### **CIRCULATION**

**65,000 TOTAL**

**53,000 Mailed**

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 Public Display** in prominent retail locations, airports, bookstores, and all top supermarket chains

**These readers are the tastemakers and trendsetters who appreciate the very best in home design:**

- Virtually all local consumers with household incomes in excess of \$500,000 and residing in a home valued over \$1 Million receive every issue.
- Most residential architects, interior designers, custom builders, landscape designers, high-end contractors and top realtors are a key part of our influential circulation. We are media partners with local chapters of AIA, ASID, MBIA, NKBA, NVBIA and PRO
- More copies are mailed directly to these affluent consumers and leading trade professionals than by any other local or national publication.

10 of the 25  
wealthiest  
counties in  
America are in  
our circulation.

Source: U.S. Census

# Engage the Most Affluent Homeowners in the Nation's Capital

*Home & Design* delivers the wealthiest homeowners in the Baltimore-Washington corridor.

## READER DEMOGRAPHICS

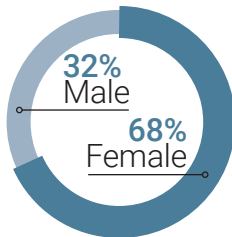


Median Home Value  
**\$1,000,000**



Median  
Annual  
Income  
**\$500,000++**

Median  
Age  
**51.5**



**19%** Have a  
Swimming Pool



**37%** Own a 2nd Home

## PREFERRED BY DESIGNERS

*Which magazines do you read regularly?*

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

Source: Reader Survey, ASID-DC Members



## WHAT READERS PLAN TO BUY

Bath Design	<b>28%</b>	Landscape Design	<b>29%</b>
Carpets & Flooring	<b>29%</b>	Lighting & Automation	<b>20%</b>
Cabinetry & Closet Design	<b>29%</b>	Remodeling	<b>23%</b>
Kitchen Design & Appliances	<b>29%</b>	Window & Door Treatments	<b>28%</b>

## 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 Events** + prominent retail locations, airports, bookstores, and local supermarket chains

# Special Features Deliver *Special Attention*

All issues of our publications present special sections with fresh ideas and expert advice on topics of high interest to luxury-home owners.



### January/February (Winter)

*Fine Kitchens | Closets + Built-Ins | Architecture Awards (AIA) & Profiles | Client Testimonials*

**Ad Deadline: Nov. 10**

**On Sale: Jan. 2**

### March/April (Spring)

*Landscape Design Awards & Profiles (LCA) | Design/Build Awards (NVBIA) | Second Homes | Designer Collaborations*

**Ad Deadline: Jan. 5**

**On Sale: Mar. 5**

### May/June (Late Spring)

*Outdoor Spaces | Fine Furniture Showrooms | Remodeling Awards & Profiles (PRO-Mid-Atlantic)*

**Ad Deadline: Mar. 8**

**On Sale: May 7**

### July/August (Summer)

**SPECIAL EDITION: 25th Anniversary Celebration**

*Interior Designer Spotlight*

**Ad Deadline: May 10**

**On Sale: July 9**

### September/October (Fall)

*Architecture | Landscape Planning | Kitchen + Bath Awards (NKBA-DC)*

**Ad Deadline: July 8**

**On Sale: Sep. 3**

### November/December (Late Fall)

*Remodeling Leaders (MBIA Awards) | Top Custom Builders | Italian Style | Lighting Design | Luxury Baths | All Season Landscapes*

**Ad Deadline: Sep. 18**

**On Sale: Nov. 19**



**SPECIAL EDITION**

### CHESAPEAKE VIEWS (Spring)

*Expert Spotlights  
Home Design Resources Directory*

**Ad Deadline: Mar. 8**

**On Sale: May 7**

**SPECIAL EDITION**

### CHESAPEAKE VIEWS (Fall)

*Expert Spotlights  
Home Design Resources Directory*

**Ad Deadline: Sep. 18**

**On Sale: Nov. 19**



**ANNUAL SPECIAL EDITION**

### Idea Book (October)

*Planner Sections: Architecture/Build, Interiors, Kitchen+Bath, Landscape, Remodel.*

*Featuring the Home & Design Excellence Award Winners*

**Ad Deadline: Aug. 23**

**On Sale: Oct. 22**

## Idea Book Annual with Home & Design Excellence Awards

Home & Design's annual *Idea Book* edition is a year-long reference for future home improvement projects with focused Editorial Sections: Build, Interiors, Kitchen+Bath, Landscape and Remodel. The *Home & Design Excellence Awards*, announced in this issue, are referenced for smart design ideas.

CONTRACT MATERIALS IN MAILBOXES ON NEWSSTANDS	Early August Late August Early October Late October
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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.

### CIRCULATION

**75,000 TOTAL** (10,000 more than Home & Design issues at no extra cost)

**65,000 Mailed**

55,000 mailed primarily to million-dollar-home owners

5,000 mailed to the design trade

5,000 mailed every few months to recent homebuyers in residences valued at \$900,000+

**10,000 Public Display** in bookstores, select newsstands, design events and the Washington Design Center

### EDITORIAL SECTIONS

**Build** - Where the talents of Architects and the craftsmanship of Master Builders are explored.

**Interiors** - We present Interior Designers' top choices for furnishings and accessories, carpets, and window treatments.

**Kitchen + Bath** - Top pros share new designs, surfaces and appliance choices. Where to spend and splurge.

**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.

### SPECIAL FEATURES

#### Expert Spotlight

Your brand will stand out when we work with you to create a profile of your special expertise.

#### Home & Design Excellence Awards

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

# Chesapeake Views

The diversity and easy access of the Chesapeake Bay make it a prime lifestyle choice for DC, MD and VA consumers.

Published Semi-Annually		
	Deadline	Mailed
<b>SPRING</b>	Mid-March	Late April
<b>FALL</b>	Mid-September	Late October



*Chesapeake Views* engages consumers whose proximity and income make them likely prospects for “luxury living on the Bay.” 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**

20,000 mailed to the most affluent households across the Chesapeake region, including Annapolis, Gibson Island and Eastern Shore towns.

20,000 mailed to homeowners in the wealthiest households with easy proximity to the Bay, including Georgetown and Chevy Chase in DC, Alexandria, Arlington and McLean in Virginia and Bethesda and Potomac in Maryland.

**5,000 Public Display** on newsstands and prominent locations, including:

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

Each issue of *Chesapeake Views* focuses on homes that take advantage of their scenic locations. Additional features include:

- **Rooms With A View** — a peek inside nicely designed spaces that include a water vista
- **Local Living** — practical advice on design for Bay-area homes
- **Shore Style** — what’s new for shopping, dining and getting away
- **Who’s Who** — a quick directory of resources for home enhancements

## Stand Out from the Crowd

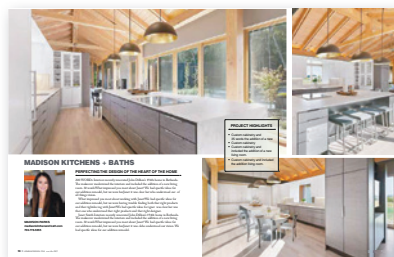
*Home & Design* offers a variety of options that can help your brand stand apart from the crowd.

### Ride-Along in Issue Polybag

Send your postcard, brochure, booklet or catalog with any issue of *Home & Design* for less than the cost of postage.

**Specifications:** Choose your zip codes (Minimum 10,000) or all (Maximum 53,000); Trim Size: 5" x 8" up to 8-1/4" x 10-3/4"

**Rate:** \$0.24 each for 2 pages (1 front + 1 back); add \$.02 for each addl. 2 pages. All-in-one-fee includes target list, mail handling, and postage.



### ▲ Profile Article

Engage readers with a custom feature story about you and your work. We offer multiple opportunities annually for architects, builders, interior designers and landscape designers. Combine your Profile into a spread with your regular ad. Use reprints of your Profile as a hand-out to prospects and customers. Portrait photography assistance is available.



### ▲ Home & Design Excellence Awards

Sponsorships for annual awards event.



### ▲ Showroom Spotlight

Build valuable showroom traffic with a custom feature page that tells readers about your special collections, new products, staff expertise and other reasons to visit your business. We'll extend your visibility to social media as well: Facebook, Instagram, Pinterest and X (Formerly Twitter). We'll work with you to bring events to your location to help you build customer relationships.

### Go Digital

When you place your print advertising in *Home & Design*, you can earn up to 50% off the cost of our digital channels, including:

**HomeAndDesign.com** website ad units, ranging from \$200-\$600 per month

**Find A Pro** listing on homeanddesign.com, at \$75/month, is a must-presence for leaders in home design services

**To-The-Trade E-Mail Blasts** to our exclusive design list: 5,000 at \$800 each

**Consumer E-Mail Blasts** to our regional design-conscious list of 20,000 at \$600 each

**Spotlight** in our bi-weekly *Style Insider* eNewsletter to 22,000 regional design-conscious consumers at \$400 each

**Social Media Blitz:** One day on each major platform at \$295

## Home & Design + Idea Book + Chesapeake Views

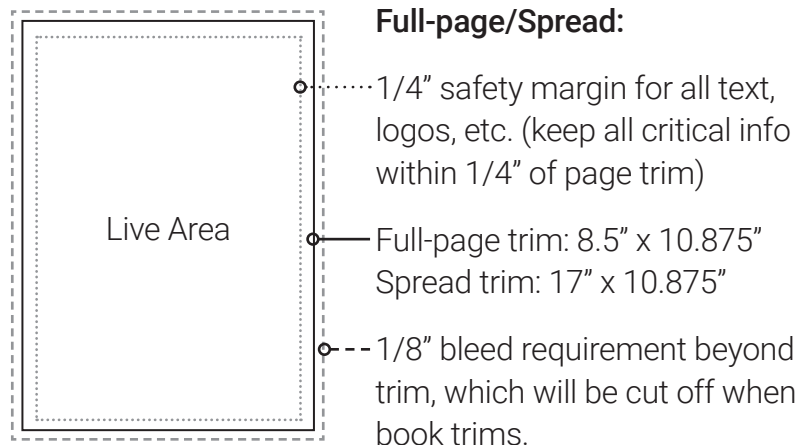
Submit your print-ready advertisement. We are ready to assist with updates and changes.

### ADVERTISEMENT SIZES

SHAPE	TRIM
<b>Full-page</b> (single page) Bleed: 8.75" x 11.125"; Live Area 8" x 10.375"	8.5" x 10.875"
<b>Spread</b> (facing pages) Bleed: 17.25" x 11.125"; Live Area: 16.5" x 10.375"	17" x 10.875"
<b>2/3 – Vertical</b>	4.75" x 9.875"
<b>1/2 – Horizontal</b>	7.375" x 4.812"
<b>1/2 – Vertical</b>	3.562" x 9.875"
<b>1/3 – Square</b>	4.75" x 4.812"
<b>1/3 – Vertical</b>	2.375" x 9.875"
<b>1/4 – Vertical</b>	3.562" x 4.812"

### MATERIALS CLOSE

ISSUE	DEADLINE
January/February	Nov. 10, 2023
March/April	Jan. 5, 2024
May/June + Chesapeake Views	Mar. 8, 2024
July/August	May 10, 2024
September/October	July 8, 2024
Idea Book 2025	Aug. 23, 2024
November/December + Chesapeake Views	Sep. 18, 2024



### SUBMIT PRINT-READY MATERIALS

**Accepted File Formats:** PDF is preferred or jpg or tif.

All files must be 4-color process (CMYK) and minimum 300ppi at printed size.

Advertisements submitted without a SWOP3-standard proof waive the right to question color/reproduction. Upon request, a proof can be printed with a \$85 production charge added to your invoice.

Email files to [ftp@homeanddesign.com](mailto:ftp@homeanddesign.com) or use a file transfer provider like **Wetransfer** or **Dropbox**.

### Common Problems to Avoid

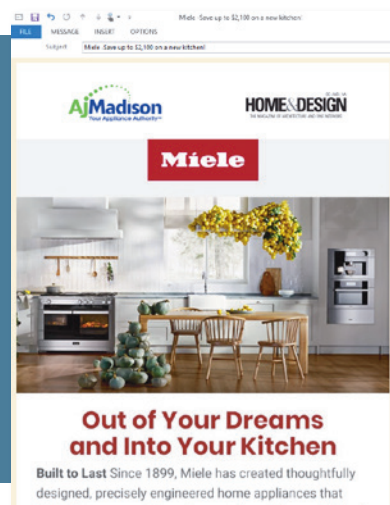
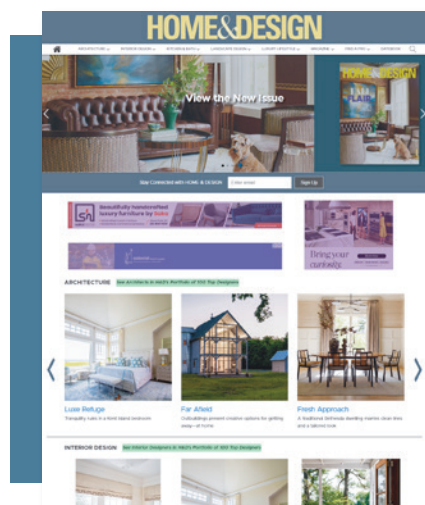
*Please check for these errors before submitting your advertisement:*

- Incorrect dimensions
- Low-resolution images
- Images not CMYK or spot color/PMS used
- Position marks or color bars in the Live Area
- Full-page/Spread:
  - Does not include 1/8" bleed beyond trim
  - Content too close to trim of page

**Questions? Email**  
[ftp@homeanddesign.com](mailto:ftp@homeanddesign.com)

# Digital Options Enhanced by Print Credibility

We offer a variety of options that target the DESIGN TRADE and/or AFFLUENT CONSUMERS. Our digital messaging options build on the strong credibility and visibility of our print products.



## Website

### HomeAndDesign.com

All roads lead to this website filled with resources and wisdom from decades of issues of *Home & Design Magazine*. Fully searchable by design interest, it is an invaluable tool for homeowners in the mid-Atlantic region who are searching for design resources and home enhancement ideas. Includes Find A Pro search function.

## Email

Speak directly to the home design trade or design conscious consumers with your own email message.

## E-Newsletter

The *Home & Design Style Insider* E-Newsletter is sent semi-monthly to both trade and consumer followers. Each issue features smartly designed homes and local designers and resources. Max of three spotlight advertising messages in each edition.

## Social

We post daily to followers on social media platforms Instagram, X (Formerly Twitter), Facebook and Pinterest. We regularly support our advertising partners with posts and custom messaging can be created to support your brand.

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)

## Homestyles Media Inc.

451 Hungerford Drive, Suite 350, Rockville, MD 20850 | **PHONE** 240-328-6275 | **FAX** 240-238-9890  
For general questions and inquiries, please **EMAIL** [sales@homeanddesign.com](mailto:sales@homeanddesign.com)



[homeanddesign.com](http://homeanddesign.com)



[sales@homeanddesign.com](mailto:sales@homeanddesign.com)



[instagram.com/  
homeanddesigndc](https://www.instagram.com/homeanddesigndc)



[facebook.com/  
homeanddesignmagazine](https://www.facebook.com/homeanddesignmagazine)



[pinterest.com/  
homeanddesigndc](https://www.pinterest.com/homeanddesigndc)



[twitter.com/  
homeanddesign](https://twitter.com/homeanddesign)