

HOME&DESIGN

THE MAGAZINE OF ARCHITECTURE AND FINE INTERIORS



2025 MEDIA KIT

Published
Since 1999

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

60,000 TOTAL

48,000 Mailed

43,000 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 Display including prominent newsstands (airports, bookstores, supermarkets) and digital flipbook copies.

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

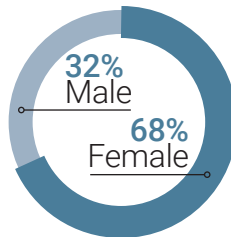


Median Home Value
\$1,000,000



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?

Home & Design	81%
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	28%	Landscape Design	29%
Carpets & Flooring	29%	Lighting & Automation	20%
Cabinetry & Closet Design	29%	Remodeling	23%
Kitchen Design & Appliances	29%	Window & Door Treatments	28%

65,000 COPIES IN ALL THE RIGHT PLACES

46,000 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

14,000 Events + airports, bookstores, supermarket chains, and digital flipbooks.

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)

Ad Deadline: Nov. 15

On Sale: Jan. 21

March/April (Spring)

Landscape Design Awards & Profiles (LCA) | Design/Build Awards (NVBIA)

Ad Deadline: Jan. 6

On Sale: Mar. 4

May/June (Late Spring)

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

Ad Deadline: Mar. 7

On Sale: May 6

July/August (Summer)

Interior Designer Spotlight Kitchen + Bath Awards (NKBA-DC)

Ad Deadline: May 9

On Sale: July 8

September/October (Fall)

Architecture (ICAA John Russell Pope Awards) | Landscape Planning

Ad Deadline: July 5

On Sale: Sep. 2

November/December (Late Fall)

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

Ad Deadline: Sep. 19

On Sale: Nov. 18



SPECIAL EDITION

CHESAPEAKE VIEWS (Spring)

Expert Spotlights Home Design Resources Directory

Ad Deadline: Mar. 7

On Sale: May 6

SPECIAL EDITION

CHESAPEAKE VIEWS (Fall)

Expert Spotlights Home Design Resources Directory

Ad Deadline: Sep. 19

On Sale: Nov. 18



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. 22

On Sale: Oct. 21

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
SPRING	Mid-March	Late April
FALL	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

40,000 TOTAL

37,000 Mailed

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

17,000 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.

3,000 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
- Hyatt Regency Resort
- Inn at Perry Cabin
- Marriott Waterfront Annapolis
- Maryland Inn
- Mercedes Benz of Annapolis
- 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

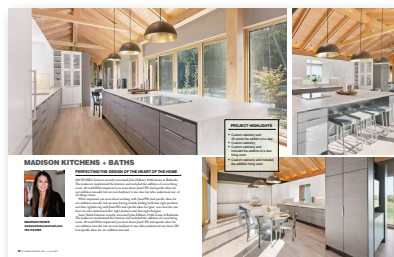
Home & Design offers a variety of options that can help your brand stand apart from the crowd.

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

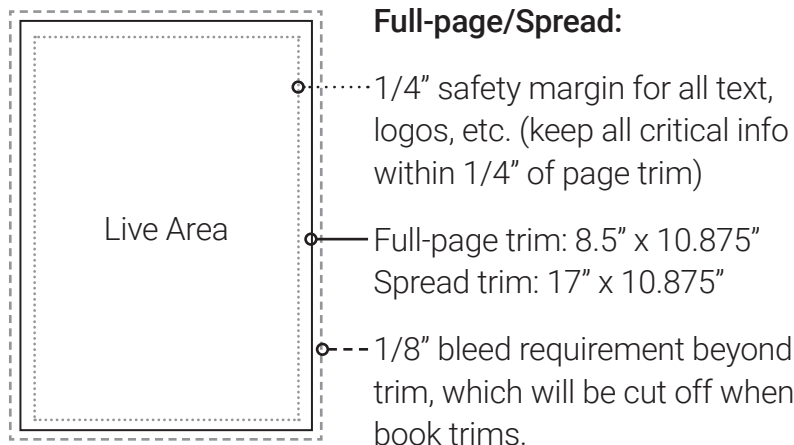
Submit your print-ready advertisement.

ADVERTISEMENT SIZES

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

AD MATERIALS DUE

ISSUE	DEADLINE
January/February	Nov. 15, 2024
March/April	Jan. 13, 2025
May/June + Chesapeake Views	Mar. 7, 2025
July/August	May 9, 2025
September/October	July 5, 2025
Idea Book 2025	Aug. 22, 2025
November/December + Chesapeake Views	Sep. 19, 2025



Full-page/Spread:

1/4" safety margin for all text, logos, etc. (keep all critical info within 1/4" of page trim)

Full-page trim: 8.5" x 10.875"
Spread trim: 17" x 10.875"

1/8" bleed requirement beyond trim, which will be cut off when book trims.

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

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.

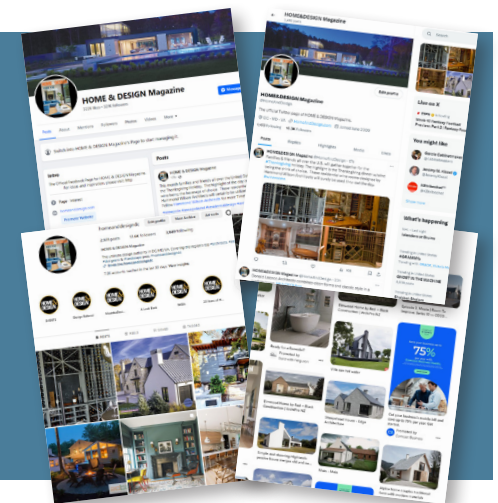
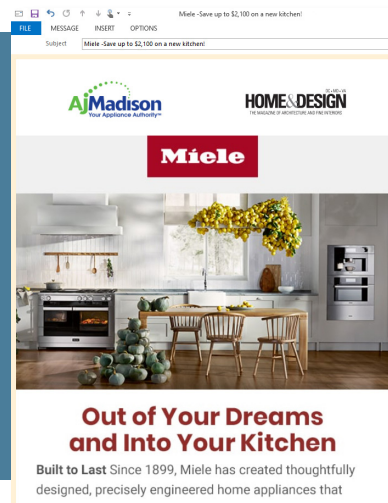
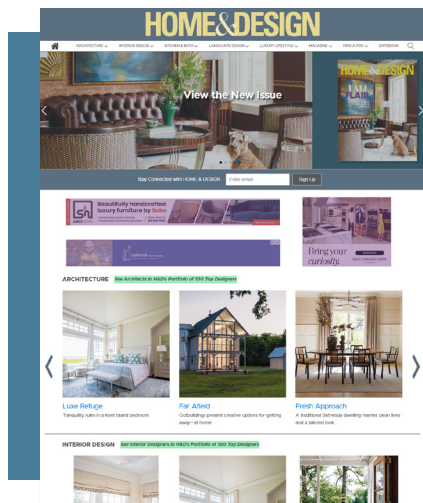
Advertisements submitted without a SWOP3-standard proof waive the right to question color/reproduction. Upon request, a proof can be printed with a \$85 production charge added to your invoice.

Email files to ftp@homeanddesign.com or use a file transfer provider like **Wetransfer** or **Dropbox**.

Questions? Email
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.

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)

E-Mail Blast

- Click to URL
- Image (size/format):
 - at least 600 pixels wide
 - 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 artwork: RGB, 150 ppi, jpg or png, (600 pixels minimum width) x 1700 pixels (max height)

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)

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.

Social Media

Instagram Post

- Company Instagram handle
- Company name
- Project Description
- Photography and collaborators credits
- Image Quantity: One to ten
- Image dimensions:
 - Landscape: 1080x566 pixels (1.91:1 ratio)
 - Portrait: 1080x1350 pixels (4:5 ratio)
 - Square: 1080x1080 pixels (1:1 ratio)

Instagram Story

- Include relevant text, URL link (optional) and photography credit
- Image dimensions: 1080x1920 pixels (9:16 ratio)
- Minimum width: 500 pixels

Instagram Reel

- Aspect ratio: 1.91:1 and 9:16
- Include relevant text and photography credit
- Frame Rate Minimum: 30 FPS
- Minimum resolution: 720 pixels

Facebook

- Image dimensions:
 - Square: 1080x1080 (1:1 ratio)
 - Portrait: 1080x1350 (4:5 ratio)
- Stories and reels: 1080x1080 pixels

X (Formerly Twitter)

- Image dimensions:
 - Landscape: 1600x900 pixels (minimum 600x335)
 - Square: 1080x1080 pixels (1:1 ratio)
 - Portrait: 1080x1350 pixels (16:9 ratio)

Pinterest

Image size: 735x1102 pixels (2:3 ratio)

Homestyles Media Inc.

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For general questions and inquiries, please **EMAIL** sales@homeanddesign.com



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[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://www.twitter.com/homeanddesign)

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

Stand Up For Design Excellence

The *Home & Design* Excellence Award is the most sought-after recognition in the DMV design community. Leading firms in architecture, custom design, interior design, landscape design and remodeling compete for awards for their best work. An independent panel of judges makes the selections and the design community gathers for an awards presentation and gala celebration in early October. It's the best industry networking opportunity of the year.

Sponsors of the awards receive recognition as prime sources and supporters of superior residential design. The Awards Gala event is a high-impact opportunity to connect with leading design pros and to position your brand with the best!

PRESENTING Sponsor Benefits @ \$9500

Part A

- "Design Excellence Awards Presented by (Sponsor Name Here)"
- Presenting Sponsor on all communications from entry stage to awards event
- Extra page in Awards Program (2 total)
- 6 Comp Tickets to Event
- Category Exclusivity

Part B

- Sponsor Logo on all communications
- Recognition from Event podium
- Page Ad in Awards Program
- Option for video loop on-screen at Event

Part C

- Roster of Design Excellence Supporters displayed at the event
- Roster of Design Excellence Supporters included in Awards Program
- Design Excellence Sponsor Recognition in after-event coverage in *Home & Design*
- Recognition in social media coverage
- In-Gala availability of your promotional item (Exit Gift Table)

GOLD Sponsor Benefits @ \$5500

All of Part B and Part C *plus*

- 4 Comp Tickets to Event

EVENT Sponsor Benefits @ \$2750

All of Part C *plus*

- Choose your event activity from: Music/Wine Bar/Floral Display/Awards Program/Dessert
- 2 Comp Tickets to Event
- Page Ad in printed Awards Program

DESIGN EXCELLENCE Supporter Benefits @ \$1500

All of Part C

- 1 Comp Ticket to Event



2025 MEDIA KIT | QUICK OVERVIEW

Home & Design Magazine is designed for the luxury home market across the Baltimore-Washington region. In one of the nation's most affluent markets, we appeal to the top tier of homeowners.

The Circulation Target You Need

Our 65,000 circulation reaches the region's design trade while presenting strong local newsstand visibility and mailing more copies direct to luxury homes than any area magazine. Our target is households residing in expensive homes and earning above \$500,000/yr.

The Editorial Support You Want

Each issue is largely home-oriented, taking readers into the region's finest homes and offering the expert advice and insights of top architects, interior designers, builders, landscape designers and remodeling firms. In addition, each issue offers focused content to provide an enhanced environment and strong visibility for your advertising placements.

JanFeb: Kitchens/Closets/Cabinetry/Architecture Awards

MarApr: Landscape Awards/DesignBuild Awards

MayJun: Outdoor Living/Furniture/Remodeling Awards

JulAug: Interior Design/Kitchen & Bath Awards

SepOct: Landscape Planning/Architecture Awards

IdeaBk: Special planning annual featuring the Home & Design Excellence Awards

NovDec: Italian Design/Remodeling/All Season Landscapes/Luxury Baths

Advertising Deadline: Approx. 6 weeks prior to cover month

In The Mail: Approx. 2 weeks prior to cover month

Digital and Event Opportunities

We offer spots in our semi-monthly digital newsletter (20,000+), on our website homeanddesign.com and in targeted e-blasts to the trade and/or consumers. Our highly regarded *Design Excellence Awards* welcome sponsors of the awards as well as our Gala Awards Celebration event.

Our Other Titles

We publish semi-annual issues of *Chesapeake Views* targeting the Annapolis-Eastern Shore region. Our bi-annual *Home & Design Portfolio: 100 Top Designers* is by invitation. Occasional titles include *Portraits: Top StyleMakers* which focus on key influencers in submarkets within the local region.

Contact Information

Contact sales@homeanddesign.com or ask your *Home & Design* representative for details.

DC • MD • VA
HOME&DESIGN
THE MAGAZINE OF ARCHITECTURE AND FINE INTERIORS

