

HOME&DESIGN

THE MAGAZINE OF ARCHITECTURE AND FINE INTERIORS



2027 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 that 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 Washington, DC, Maryland, and Virginia region.



For more than 25 years, *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

50,000 Mailed

45,000 High-End Households, including all owners of million-dollar-homes earning \$400,000+

5,000 Design Trade, including members of AIA, ASID, IFDA, LCA, MBIA, NARI, NKBA, NVBIA

10,000 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 \$400,000 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.

Our circulation includes five of the ten wealthiest counties in America.

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

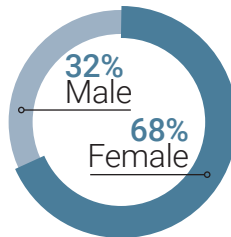


Median Home Value
\$1,000,000



Median Annual Income
\$400,000++

Median Age
51.5



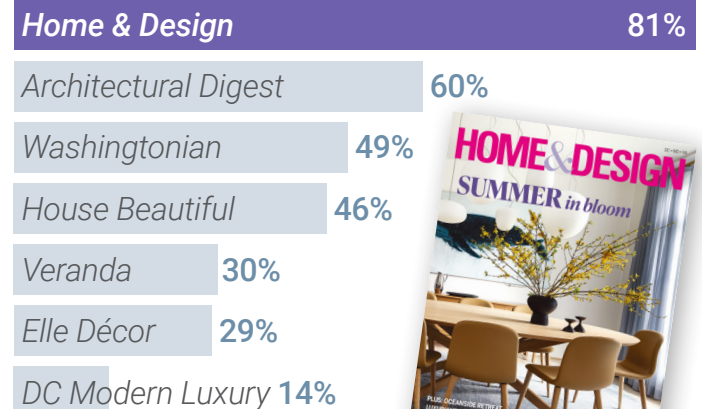
19% Have a Swimming Pool



37% Own a 2nd Home

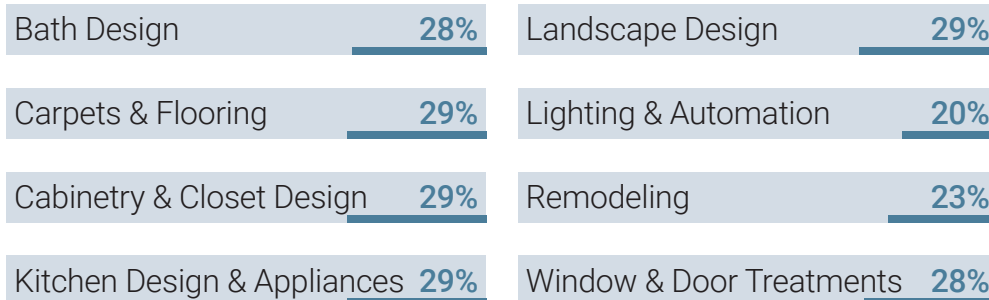
PREFERRED BY DESIGNERS

Which magazines do you read regularly?



Source: Reader Survey, ASID-DC Members

WHAT READERS PLAN TO BUY



60,000 COPIES IN ALL THE RIGHT PLACES

45,000 High-End Households, including all owners of million-dollar-homes earning \$400,000++

5,000 Design Trade, including members of AIA, ASID, IFDA, LCA, MBIA, NKBA, NVBIA, PRO

10,000 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.



May/June (Late Spring)

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

Ad Deadline: Mar. 5

On Sale: May 4

July/August (Summer)

Interior Designer Spotlight

Ad Deadline: May 7

On Sale: July 6

January/February (Winter)

*Dream Kitchens | Organized Spaces
Architecture Awards (AIA)*

Ad Deadline: Nov. 12

On Sale: Jan. 12

March/April (Spring)

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

Ad Deadline: Jan. 8

On Sale: Mar. 19

September/October (Fall)

Architecture | Landscape Planning

Ad Deadline: July 2

On Sale: Sep. 2

November/December (Late Fall)

*Remodeling Leaders (MBIA
Awards) | Luxury Baths | All Season
Landscapes | ASID Awards*

Ad Deadline: Sep. 17

On Sale: Nov. 16



SPECIAL EDITION

CHESAPEAKE VIEWS (Spring)

*Expert Spotlights
Home Design Resources Directory*

Ad Deadline: March 5

On Sale: May 4

SPECIAL EDITION

CHESAPEAKE VIEWS (Fall)

*Expert Spotlights
Home Design Resources Directory*

Ad Deadline: Sep. 17

On Sale: Nov. 16



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. 20

On Sale: Oct. 19

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	Early August
IN MAILBOXES	Late August
ON NEWSSTANDS	Early October
	Late October



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

66,000 TOTAL (10% more than *Home & Design* issues at no extra cost)

56,000 Mailed

46,000 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 consumers in the Baltimore-Washington region.

Published Semi-Annually		
	Deadline	Mailed
SPRING	Mid-May	Late June
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

18,500 mailed to the most affluent households across the Chesapeake region, including Annapolis, Gibson Island and Eastern Shore towns.

18,500 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

Home & Design + Idea Book + Chesapeake Views

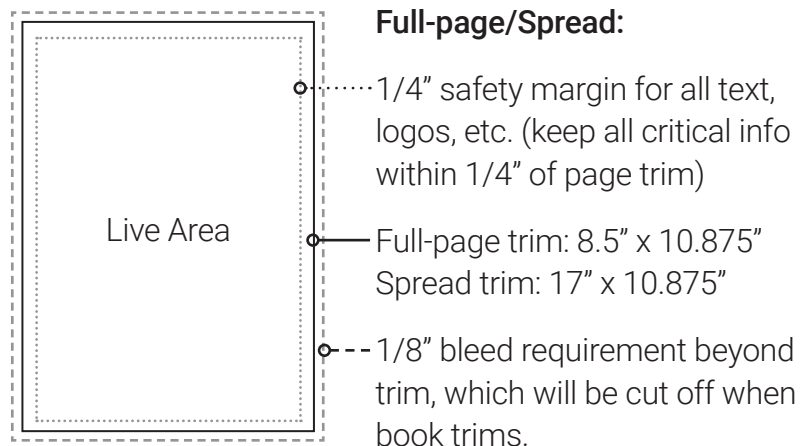
Submit your print-ready advertisement.

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. 12, 2026
March/April	Jan. 8, 2027
May/June	Mar. 5, 2027
July/August + Chesapeake Views	May 7, 2027
September/October	July 2, 2027
Idea Book	Aug. 20, 2027
November/December + Chesapeake Views	Sep. 17, 2027



Full-page/Spread:

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

Stand Out from the Crowd

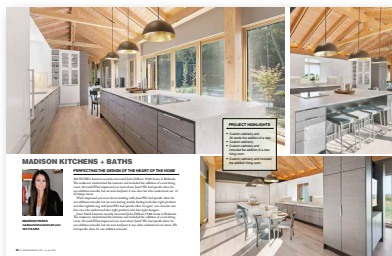
Home & Design offers a variety of options that can help your brand stand apart from the crowd.

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: \$0.27 each for 2 pages (1 front + 1 back); add \$.03 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

Sponsor our annual awards and winners' presentation 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

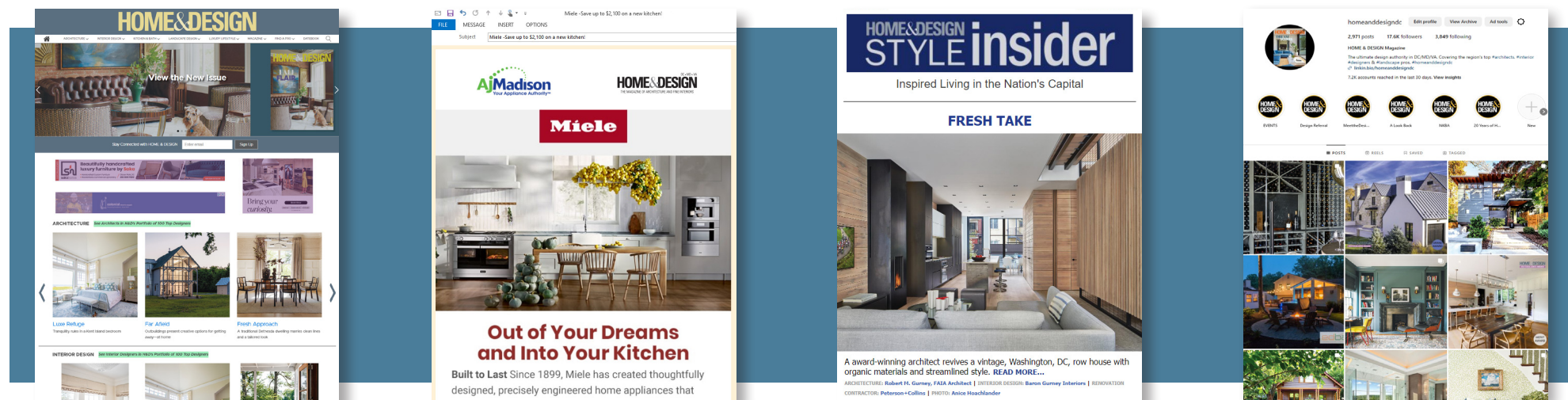
Consumer E-Mail Blasts to our regional design-conscious list of 20,000 at \$600 each

Spotlight in our bi-weekly *Style Insider* eNewsletter to 25,000 regional design-conscious consumers at \$400 each

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

Digital Options Enhanced by Print Credibility

We offer a variety of options that target the DESIGN TRADE and/or LUXURY-HOME OWNERS. 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.

E-blasts

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 frequently to followers on social media platforms Instagram, Facebook and Pinterest. We regularly support our advertising partners with posts. 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

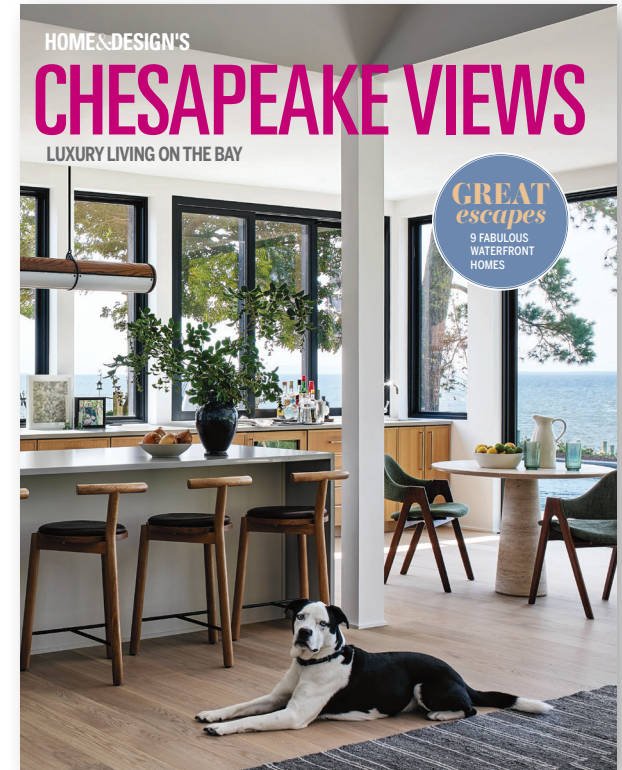
- Image dimensions:
 - Square: 1080x1080 (1:1 ratio)
 - Portrait: 1080x1350 (4:5 ratio)
- Stories and reels: 1080x1080 pixels

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