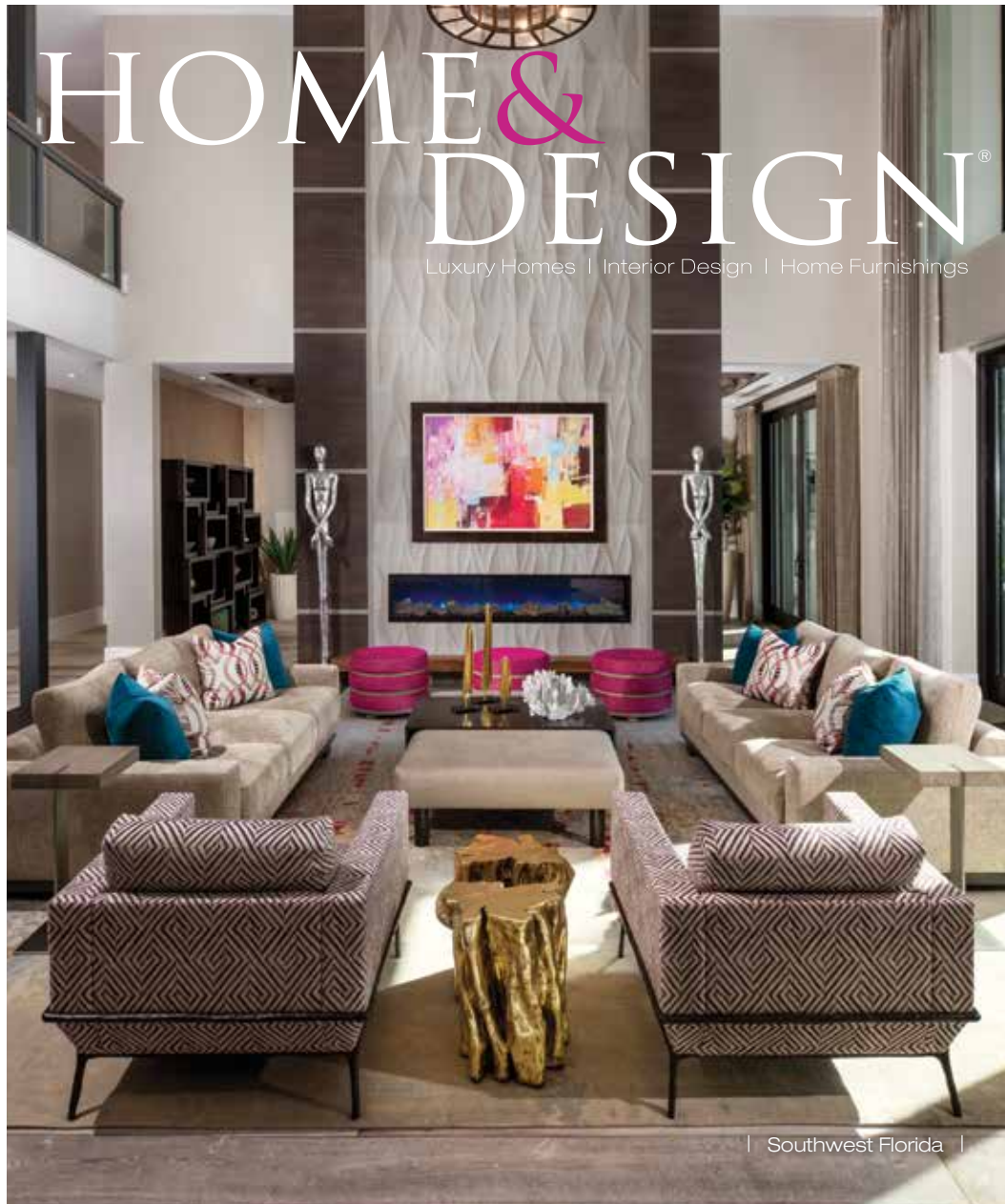


# MEDIA KIT

2020-2021



## ENHANCE YOUR BRAND

*Home & Design* is the brand ambassador for local companies providing quality products and services to the luxury home market. For the past 20 years, *Home & Design* magazine has been dedicated to featuring the finest in luxury homes, real estate, architecture, interior design, home improvements, art, furnishings, and much more. *Home & Design* showcases its advertisers to a targeted demographic of readers looking to buy, renovate, or invest in the Southwest Florida region.

# EXTENSIVE DISTRIBUTION

## CONTROLLED

*Home & Design* is offered complimentary in real estate offices, luxury residential sales centers, custom builder models, architects and interior designers' offices, and product showrooms throughout Southwest Florida.

## LOCAL AND DIRECT

*Home & Design* is hand-delivered to each showroom or business by our local distribution manager. Magazines are unwrapped, unboxed, and placed appropriately.

## NEWSSTAND

*Home & Design* is sold on all major retail newsstands locally throughout Southwest Florida.

## ONLINE

HomeAndDesign.net attracts over 120,000 unique visitors each year, directing consumers to your website via hotlinks in our digital magazines.

## DIRECT MAIL

Each year we mail 10,000 magazines to high-valued homes throughout Southwest Florida.

## SUBSCRIPTIONS

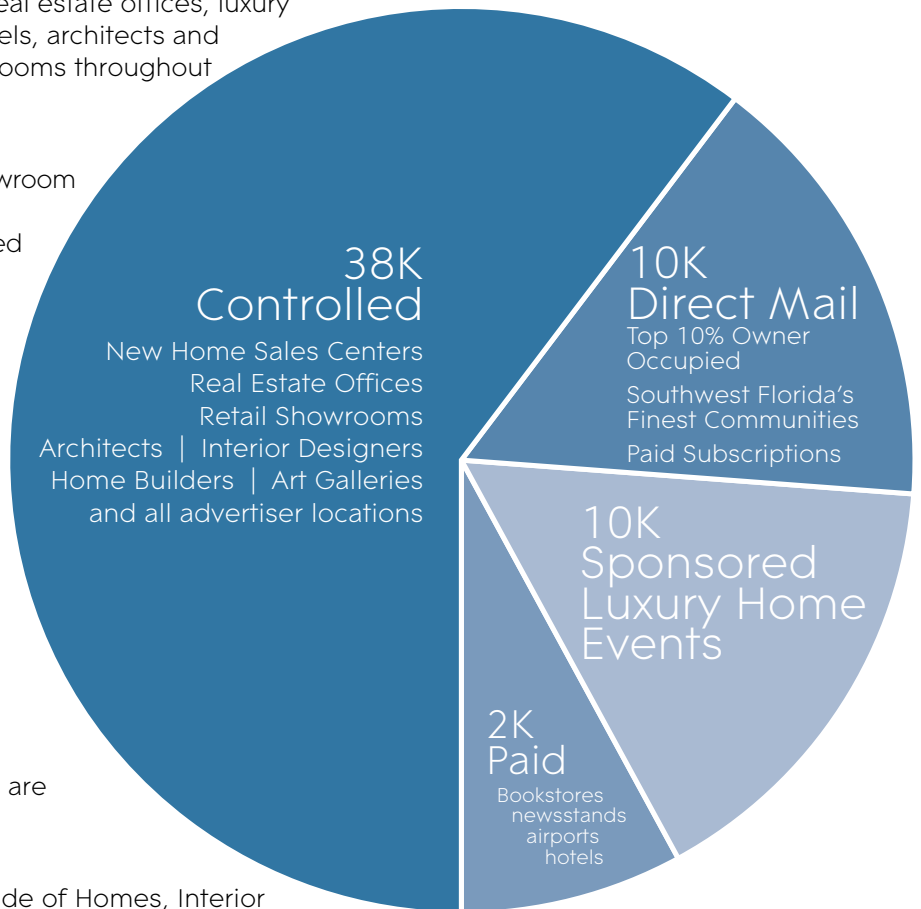
Hundreds of paid subscriptions of each issue are mailed throughout the year.

## LUXURY HOME-RELATED EVENTS

*Home & Design's* partnership in the CBIA Parade of Homes, Interior Design Society of Naples, and the Luxury Home Show reaches our target audience. Magazines are available at all our partners' industry-related events.

## NETWORKING EVENTS

We sponsor multiple networking events throughout the year with all our industry partners in attendance.



# AFFLUENT AUDIENCE

## DEMOGRAPHICS

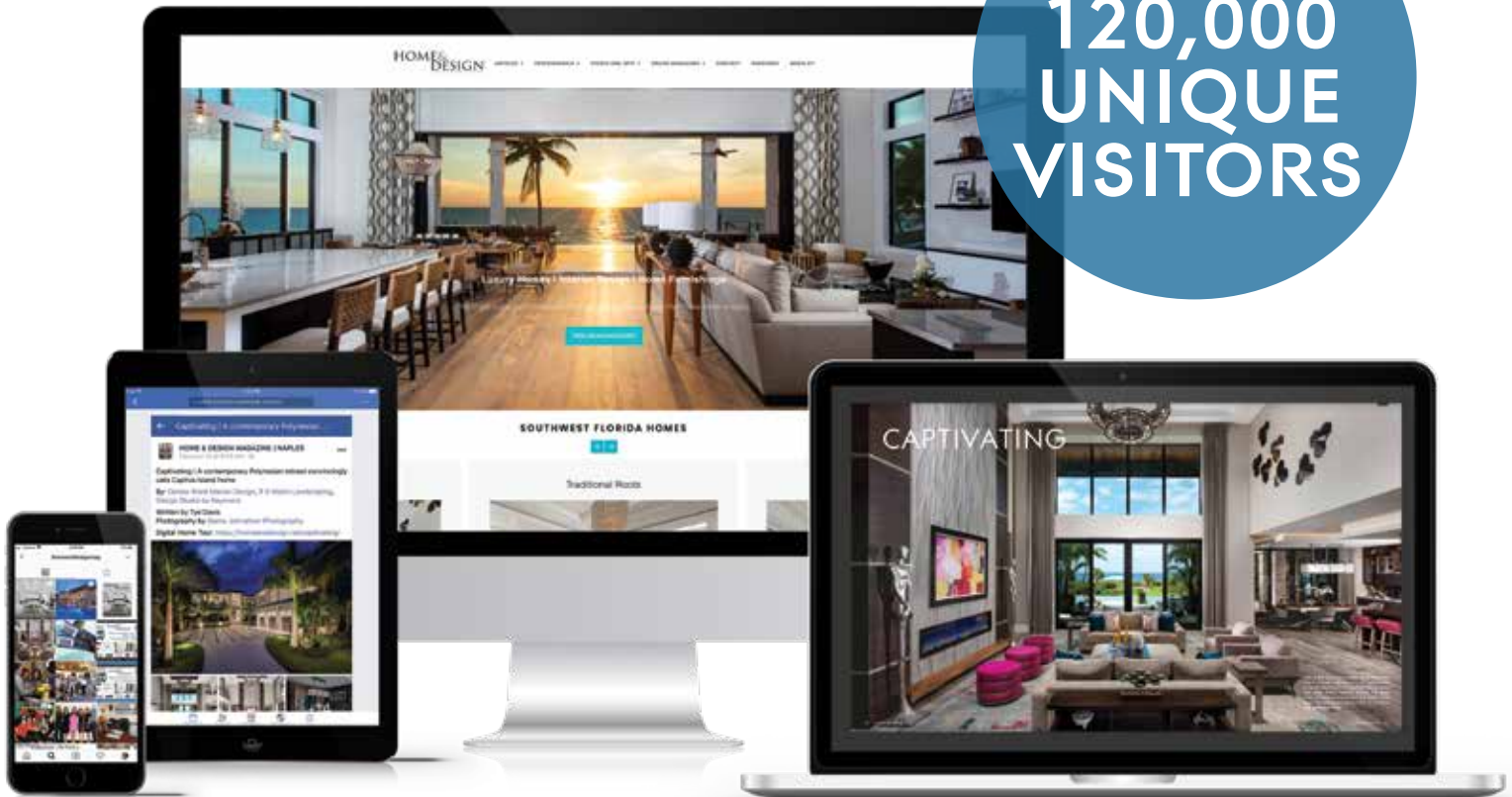
Age	45+
Female / Male	68% / 32%
Average home value	\$4,250,000+

## ANNUAL READERSHIP

<i>Home &amp; Design</i> Southwest Florida	
Volume I, February	30,000 copies
Volume II, October	30,000 copies
Unique Web Visitors (2019)	120,000
<b>TOTAL REACH</b>	<b>180,000</b>

# DIGITAL MEDIA

OVER  
120,000  
UNIQUE  
VISITORS



## HOME & DESIGN ONLINE

The digital version of *Home & Design* magazine is available on our website at **HomeAndDesign.net**.

Readers have access to your company website and contact information in your ad, and through hotlinks in the home tours.

For featured homes, if requested, we can provide a PDF file and a link to your article with your ad that may be used for your website and social media.

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## SOCIAL MEDIA

*Home & Design* promotes your events through our social media outlets. We also share our published content, whether it is a featured home, Distinctive Design, or Fine Communities Guide, and drive our followers to your business social media accounts. Each post tags advertisers involved in the project, strengthening your social media efforts and your ROI.



# MECHANICALS & DEADLINES

## DEADLINES

### OCTOBER 2020

Ad Space July 31, 2020

Ad Materials July 31, 2020

### FEBRUARY 2021

Ad Space December 4, 2020

Ad Materials December 4, 2020

## AD SPECS

TRIM SIZE: 10" x 11.9375"

SAFETY FROM TRIM: .5"

BLEED (NO MARKS): .125"

OFFSET CROP MARKS: .25"

GUTTER ALLOWANCE: .5" from center

COLOR: CMYK

TEXT: 100% black

FORMAT: PDF

RESOLUTION: 300 dpi



## AD SIZES

### FULL PAGE

Trim: 10" x 11.9375"

Live: 9" x 10.9375"

Bleed: 10.25" x 12.1875"

### 2-PAGE SPREAD

Trim: 20" x 11.9375"

Live: 19" x 10.9375"

Bleed: 20.25" x 12.1875"

### 2/3 PAGE HOME RESOURCES SECTION

Ad size:  
6.5" x 10.875"

## PRODUCTION & POLICIES

All ads must be supplied in print-ready PDF format at 300 dpi. All ads must be in CMYK color with black text being 100% black. Offset crop marks at .25" (not in image). No bleed marks please.

**Ads received after deadline shall incur a \$250 late processing charge.** Home & Design has the right to either run previous creative or provide placement in the following issue. Press proofs should be ordered if client is looking for an exact color match. The cost of each press proof is \$40. Home & Design only

guarantees pleasing color acceptable to industry standards and has the right to refuse any ad.

**Please note: Although we will make every effort to quality control submitted ads, we cannot accept responsibility for content errors and/or omissions, nor for borderline resolution issues in ads that are client-created.**

**Email ads to: [production@homeanddesign.net](mailto:production@homeanddesign.net)**

# LUXURY HOME SHOW



The Luxury Home Show will be held February 19th & 20th, 2021 at The Ritz-Carlton Golf Resort, Naples, Florida. The event showcases the finest home products and services from the area's leading professionals. Comprehensive media coverage brings in thousands of consumers, making the show an outstanding success for exhibitors. Space is limited and last year's show sold out quickly, make sure you reserve your space early!

## TELEVISION

Commercials will air on local networks during peak season leading up to the annual show.

## NEWSPAPER

Multiple advertisements are published in the *Naples Daily News* and *Florida Weekly*.

## SOCIAL MEDIA AND EVENTBRITE

Sponsored posts will circulate throughout all social media outlets and Eventbrite months in advance, promoting the show and its sponsors.

## DIRECT MAIL

10,000 postcards are mailed to high-end residential homes promoting the show.

## COMPLIMENTARY ADMISSION

VIP passes are provided to exhibitors and advertisers for distribution to consumers. Invitations are also provided to top REALTORS® and their clients.

## SHOWROOMS

Postcards announcing the Luxury Home Show are placed at all advertiser locations one month in advance.

## STREET SIGNS

Highly visible street signs are strategically placed within a radius of the venue directing traffic to the show.

## NETWORKING

*Home & Design* hosts a business-to-business networking event exclusive to exhibitors of the Luxury Home Show.

# LUXURY HOME SHOW RATES



## SPONSORSHIPS

<b>GRAND (1)</b>	\$15,000
<b>PLATINUM (2)</b>	\$7,500
<b>GOLD (2)</b>	\$5,000
<b>FRONT ENTRANCE PATIO (1)</b>	\$6,500

Above sponsorships available on a limited basis & include:

- Premium display area
- Logo placement in all advertising including television, magazines, newspapers, and direct mail
- Logo placement on all collateral materials including tickets, VIP passes, postcards, and show directory

<b>BAG SPONSOR (1)</b>	\$3,500
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This is available to only one vendor who must provide bags approved by *Home & Design*.

Includes:

- Standard 10' x 10' booth
- Logo placement in all advertising including television, magazines, newspapers, and direct mail
- Logo placement on all collateral materials including tickets, VIP passes, postcards, and show directory

## EXHIBITORS

10' x 10' Booth	\$1,800
8' x 10' Booth	\$1,600

Booth prices include:

- 8' tall pipe and white drape
- Standard 120 volt electric (additional current will involve extra charges)
- WiFi
- Table and two chairs
- Black tablecloth (exhibitors may rent white tablecloths from Taylor Rental)

## FAIRWAY LAWN (4)

15' x 15' Display Area	\$2,500
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\* Published rates are for current Home & Design advertisers and are subject to change.