

# MEDIA KIT

2021-2022



## 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

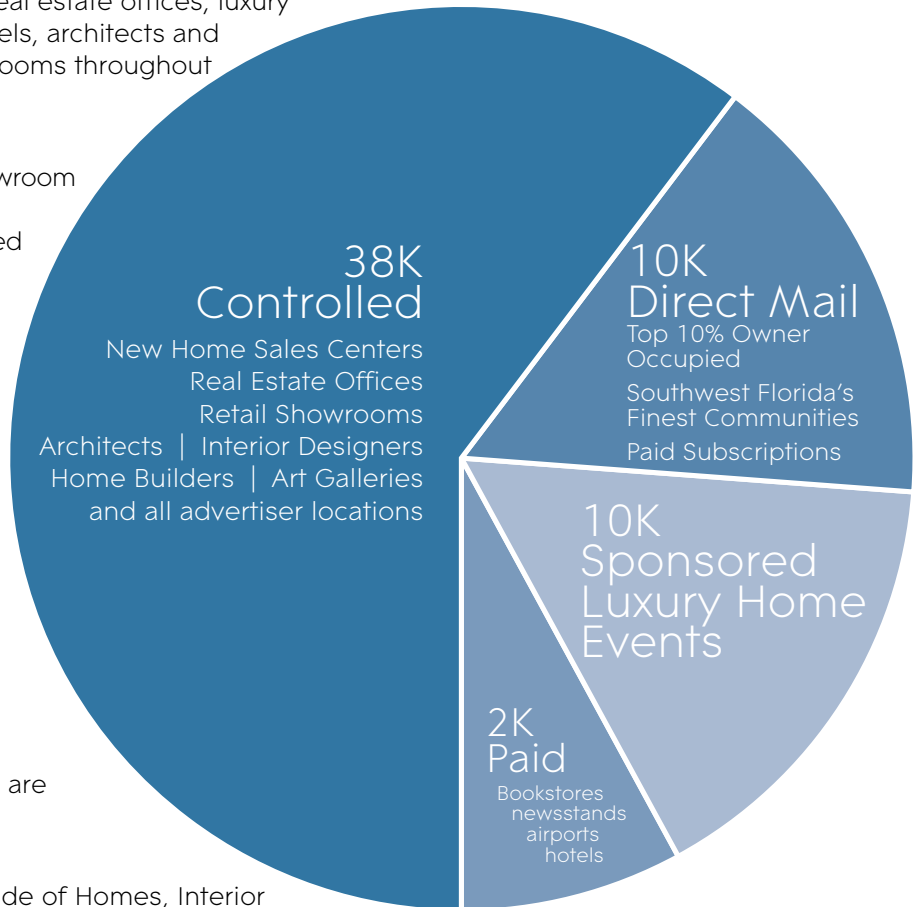
Hundreds of paid subscriptions of each issue are mailed throughout the year.

## 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

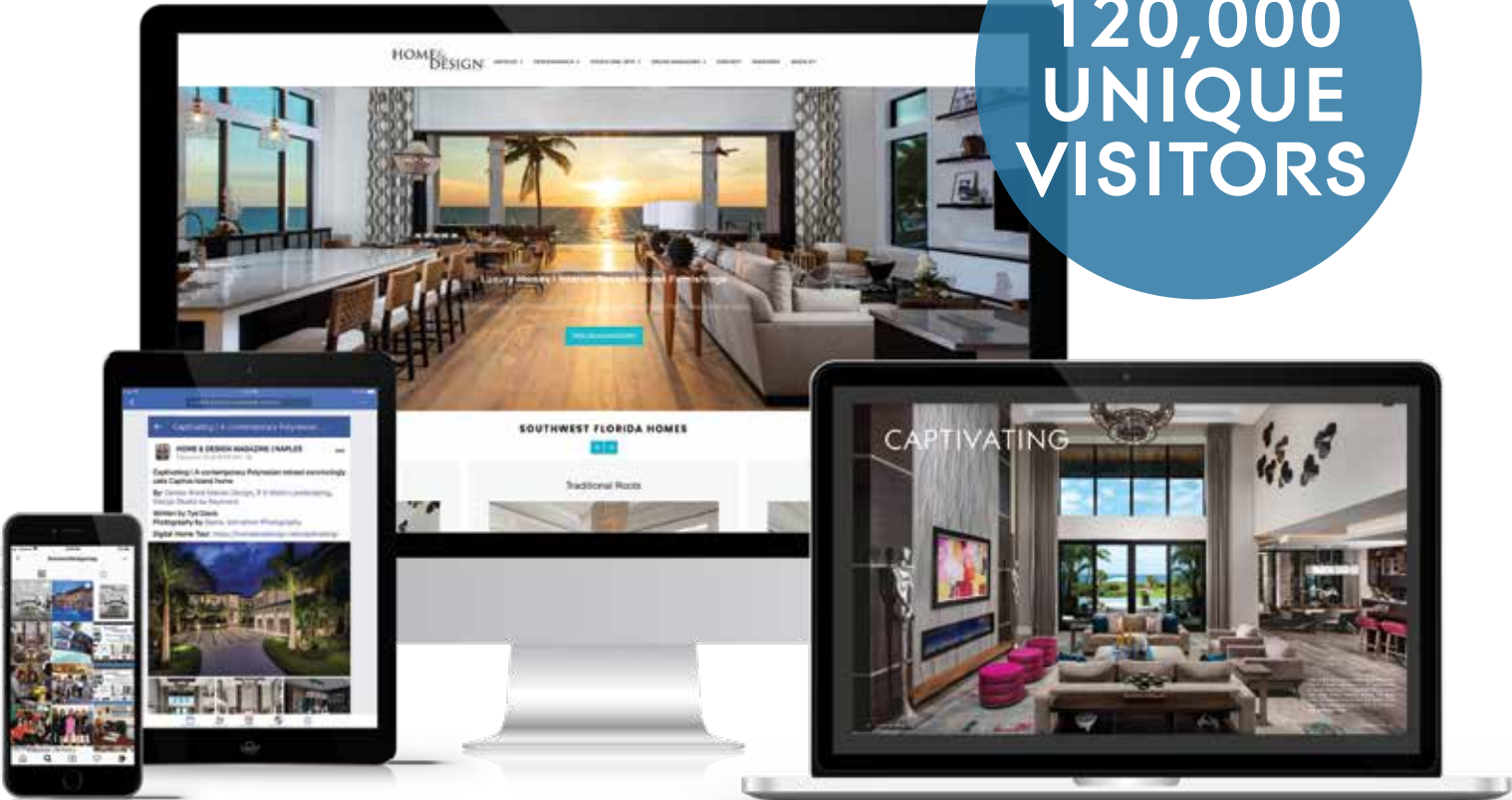
Age	<b>45+</b>
Female / Male	<b>68% / 32%</b>
Average home value	<b>\$4,250,000+</b>

## ANNUAL READERSHIP

<i>Home &amp; Design</i> Southwest Florida	
Volume I, Spring	30,000 copies
Volume II, Fall	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

### FALL 2021

Ad Space	July 23, 2021
Ad Materials	July 30, 2021

### SPRING 2022

Ad Space	December 3, 2021
Ad Materials	December 10, 2021

## AD SPECS

TRIM SIZE:	10" x 12"
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 12"  
Live: 9" x 11"  
Bleed: 10.25" x 12.25"



### 2-PAGE SPREAD

Trim: 20" x 12"  
Live: 19" x 11"  
Bleed: 20.25" x 12.25"



### 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 a 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)**