



OVERLAND, Photo by Leonid Furmansky

2023-2024 Media Kit

Austin-San Antonio

HOMIE

DESIGN & DECOR

homedesigndecormag.com



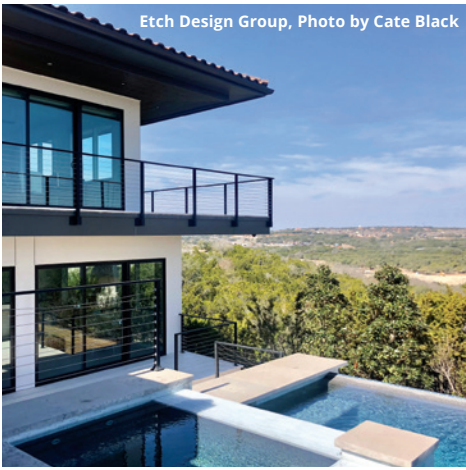
David Wilkes Builders, Photo by Dror Baldinger



Studio Steinbomer, Photo by Andrea Calo



Baxter Design Group, Photo by Matthew Neimann



About Us

Home Design & Decor is a powerful, predominantly direct mail marketing package, successfully combining a regional lifestyle magazine with a robust web portal, all with local content focusing on the home.

We inspire homeowners to create beautiful spaces in their homes by showcasing products and services offered both locally and nationally. Business owners striving to reach the affluent buyer can do so affordably through our extremely targeted distribution.

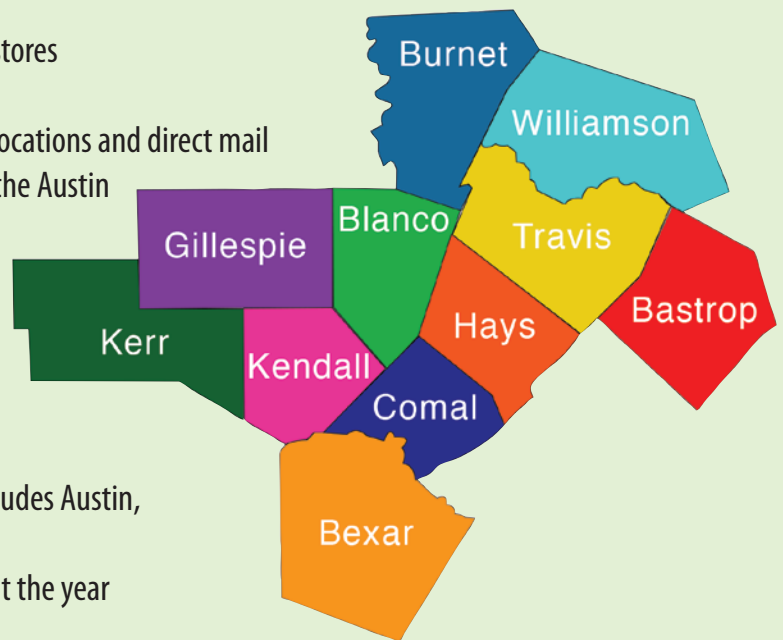
By utilizing our marketing approach that combines magazines, direct mail and the web, our advertisers are able to reinforce their brand through a variety of marketing tools that remain in the home for reference and repetitive viewing.

Home Design & Decor reaches over 180,000 local homeowners through six annual mailings throughout Austin, San Antonio and the Hill Country.

A Powerful and Effective MARKETING PACKAGE

HOME DESIGN & DECOR in Print

- Full color, glossy, perfect bound magazine
- Predominately available at no cost at area grocery stores and home related showrooms
 - 75%: area HEB, Central Market and Whole Foods locations and direct mail
 - 15%: 160+ upscale home related Showrooms in the Austin and San Antonio markets
 - 10%: By direct mail to Members of the AIA, ASID, NARI, NKBA Custom Builders and Landscape Architects
- 30,000 copies printed and distributed each issue
- Bi-monthly, 6 issues printed annually
- Distribution to 11 Central Texas counties, which includes Austin, San Antonio and the surrounding Hill Country
- Supplemental distribution several times throughout the year to various home related events



Our direct mail magazine is supported by a website and social media.

Why Home Design & Decor?

Diverse Marketing Package

With a quality Home Lifestyle magazine linked to an interactive web site, businesses can select multiple combinations of marketing tools to achieve their sales goals — all extremely affordable for just pennies per home.

Locally Owned

Home Design & Decor is locally owned and operated, giving us the flexibility to quickly offer new products and services to meet your needs.

Balanced Editorial

Each magazine issue has dozens of insightful features covering national and local design trends, beautiful feature homes and exciting new home and garden products.



Exposure For Your Business

A dedicated portion of our magazine editorial focuses on local businesses, their products,

services and real customer success stories. You've built a successful business — Home Design & Decor can help tell your story.

Powerful Distribution

With your message being seen in a glossy magazine and online, our multi-channel distribution model includes direct mail to affluent homeowners, hundreds of home-related retail locations and an Internet portal. We reach your customers where they shop and directly in their homes.

Best Value (for less than 5 cents per household)

With marketing programs that include ad displays and editorials, ranging from 4 to 7 cents per household, Home Design & Decor is one of the most affordable marketing tools available.

Home Design & Decor Magazine

PREMIUM POSITION RATES W/EDITORIAL

Includes Editorial & Website Support
(requires 12 month commitment)

Back Cover	\$4,250.00/issue
Inside Front Cover	\$3,950.00/issue
Inside Back Cover	\$3,750.00/issue
Page 3	\$3,950.00/issue
Full Page (RH or first 10 pages guaranteed)	\$2,450.00/issue
Half Page*	\$1,750.00/issue

Editorial support for a Premium Commitment includes a 2 page story in the issue of your choice.

*Half Page advertiser will receive a 1 page story in the issue of their choice.

Note:

- All rates are net
- Payment required in advance unless prior approval from publisher is received
- Credit Cards are accepted

VALUE PROGRAM

Includes Website Support

6 Issue Rate

3 Issue Rate

Open Rate

	6 Issue Rate	3 Issue Rate	Open Rate
Two Page Spread	\$3,655.00/issue	\$4,165.00/issue	\$4,675.00/issue
Full Page	\$2,150.00/issue	\$2,450.00/issue	\$2,750.00/issue
Half Page	\$1,450.00/issue	\$1,695.00/issue	\$1,850.00/issue
Quarter Page	\$850.00/issue	\$950.00/issue	\$1,050.00/issue

CONTRIBUTING EDITOR – Includes a full page color ad in a premium position in each issue of the magazine, a 2-page editorial feature in each issue with exclusivity for your category of business for the editorial, \$4,995.00/issue.

Media Schedules/Deadlines 2023-24

HOME DESIGN & DECOR MAGAZINE

Issue	Materials	Distribution
Summer 2023	05/17/2023	06/02/2023
August/Sept 2023	07/28/2023	08/14/2023
Oct/Nov 2023	09/28/2023	10/14/2023
Dec 2023/Jan 2024	11/27/2023	12/15/2023
Feb/Mar 2024	01/26/2024	02/15/2024
April/May 2024	03/27/2024	04/15/2024
June/July 2024	05/28/2024	06/15/2024
August/Sept 2024	07/26/2024	08/12/2024



Ad Sizes & Specifications

Ad Formats

- Ads should be press quality PDF, TIFF or JPEG files
- No transparency, Acrobat 4.0 or higher
- All colors must be 4 color CMYK — No RGB or Spot color
- Bleeds of .25 inch on all sides required on all ads. Crop marks must be included.

Ad Creation & Photography

Home Design & Decor can create your advertisement to our specifications. Custom photography is available. Ask your account representative for details.

Ad Submission

Ads can be sent via FTP, Email, CD, or USB flash drive. Ask your account representative for details.

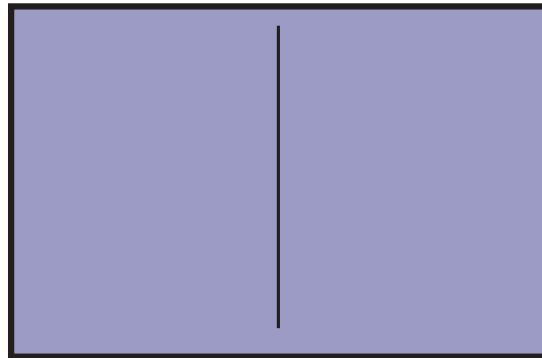
Home Design & Decor

210-410-0014 Office

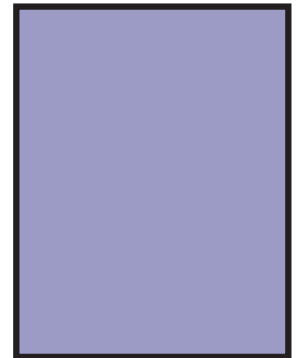
LouisD@homedesigndecormag.com

Mailing address:

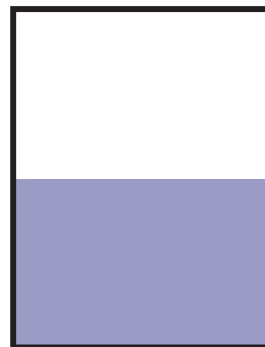
10036 Saxet
Boerne, TX 78006



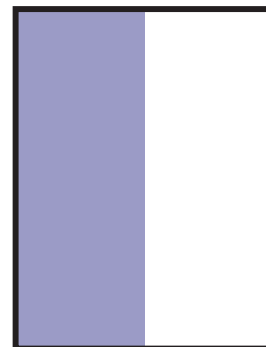
Two page spread
16.75" x 10.875" trim
15.75" x 9.875" live area
17.25" x 11.375" with **bleed**



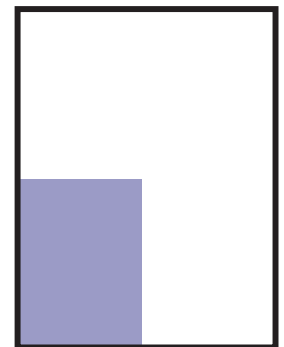
Full Page/full bleed
8.375" x 10.875" trim
7.375" x 9.875" live area
8.875" x 11.375" with **bleed**



Half Page horizontal
7.375" x 4.685"



Half Page vertical
3.5" x 9.875"



Quarter Page
3.5" x 4.685"



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