



*Romantic*  
**HOMES**  
CASUAL  
ELEGANCE.  
PERSONAL  
STYLE  
**MEDIA KIT**

*Celebrating 25 years*

# Why *Romantic Homes*?

*ROMANTIC HOMES* CELEBRATES THE READER AS A SHOPPER. The editorial voice is a trustworthy, informed voice of authority that connects with the reader's strong emotional pursuit of a romantic lifestyle. More than a shelter book, the new *Romantic Homes* is a lifestyle magazine with an emphasis on shopping information, including what to buy, how to buy and where to buy the products that are featured in the editorial. Through an extensive use of sidebars and a Web site that points the reader to action, the editorial calendar highlights Fall Shopping, Romancing the City and other distinct themes that speak to readers who aspire to be featured in our pages. Reader letters are the inspiration for a variety of new features and columns that reflect the vitality of the *Romantic Homes* readership.

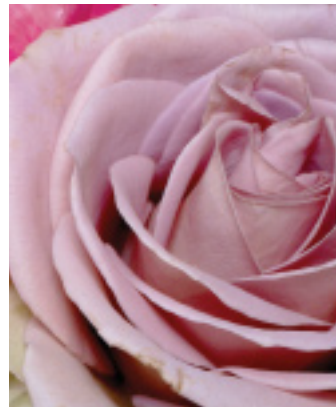
Isn't it romantic! There is no other magazine like *Romantic Homes*. Unlike any other, this magazine serves a niche market. It is written for and about its readers, who have a desire to shop for home furnishings and products for decorating and entertaining, accessorizing and remodeling the garden or patio.



# *Romantic Homes* Readership

## *Who is the Reader*

**THE *ROMANTIC HOMES* READER IS A TRENDSETTER.** A creative, fun woman with a sense of humor and whimsy. The *Romantic Homes* reader has a passion for creating a romantic lifestyle for her own pleasure. Her romantic pursuits are personal—from luxurious bathrooms to sensual bedrooms—and she hunts for products relevant to her sense of private indulgence. Her social style is generous, and she entertains family and friends with the same lavish, romantic flair seen reflected in her dining room, living room, garden or patio. She is never done! Her quest for happiness and adventure inspires her search, and she aspires to place her personal stamp on every purchase.

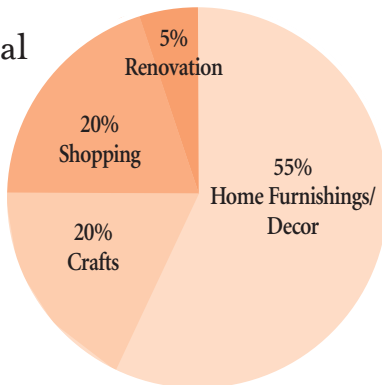


# Casual Elegance, Personal Style

## Mission Statement

*Romantic Homes* provides readers with ideas, inspiration and tips to create the home and lifestyle to which they aspire. Featuring fantastic products, homes with personalized style, entertaining and craft ideas, vintage vavoom decorating style, and all the latest trends, *Romantic Homes* is an escape for readers who live the romantic lifestyle.

## Editorial



## Meet the *Romantic Homes* Reader

- 99% Women
- Median Age is 42
- Median Household Income is \$108,877
- 77% Married

## She is a shopper and has bought the following in the last 12 months:

- 39.4% purchased bathroom or kitchen fixtures
- 9.3% purchased windows
- 21.5% purchased flooring
- 19.5% purchased furniture
- 54.8% purchased paint
- 37% purchased lighting fixtures
- 89.6% purchased bedding/linens
- 46.1% purchased garden products

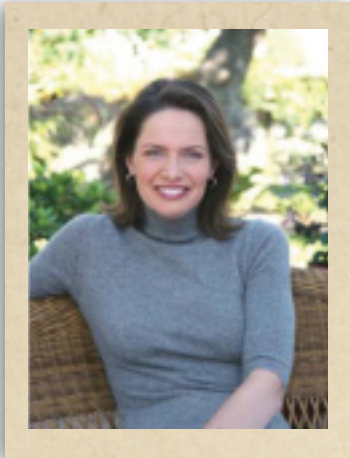


# Editor Bio

Jacqueline deMontravel

Editor

*Romantic Homes*



WITH 20 YEARS OF PUBLISHING EXPERIENCE, Jacqueline deMontravel is editor of *Romantic Homes* magazine. Formerly Editor of *Country* magazine, an M. Shanken publication, she has held editor positions at Conde Nast's *Self* magazine and *GQ*, contributed to Hearst's *Harper's Bazaar*, and also worked on the launch of Oxygen Media's Web site and *Lucky*, creating the homes department. She is the author of six books, including the chick lit series featuring the heroine Emily Briggs, and the Clarkson Potter titles *Vintage Vavoom* and *The Vintage Table*.



# Dear *Romantic Homes* Advertiser

*Romantic Homes* readers are always on the hunt for fresh ideas! Just listen to what our partners who sell the magazine and your products have to say:



*"I have customers who come in every month just to buy the magazine—and they never leave without buying something else, too!"*

*"I think every shop who has this one-of-a-kind look that you can create for yourself—I call it "urban country" or "urban cottage"—should carry Romantic Homes magazine."*

*"Romantic Homes is a perfect fit for my shop. It always gives my customers fresh ideas on how to use my products in their own home."*



Just by advertising in *Romantic Homes*, the power of your advertising is immeasurably enhanced. Thank you for your business!

# Romantic Homes 2011 Editorial Calendar

## In Every Issue:

"Make It"—Craft or sewing project • Browsing—shopping ideas  
Shopkeeping—Inspirational stores across the country, Top 10 sellers and area info  
Sites We Are Loving—Web sites and blogs that we think are pretty special  
Be Here Now—Tips on how to achieve the look of a styled room  
Fabrics, wall coverings, fine furnishings, collectibles, entertaining ideas, beautiful homes  
(Note: Editorial content is subject to change.)

## January

### BEDROOMS & BATHS ISSUE

#### Warm up your Home

- Ways to create an inviting home through fabric, color and textiles
- 20+ pages of real people design ideas you can do yourself
- Personalize spaces with heirlooms and vintage finds
- **Ad Close: 10/18/10 • Ad Materials Due: 10/29/10**
- **On Sale: 12/14/10**

## February

### Valentine's Day

- Annual "The Romantics Round-Up." We pick those women who embody the romantic lifestyle.
- Top artisans, entrepreneurs and style mavens
- Create a Valentine's Day party with vintage accessories and sweets
- **Ad Close: 11/23/10 • Ad Materials Due: 12/03/10**
- **On Sale: 1/11/11**

## March

### Color

- Homes that add color in innovative ways, such as accessories and paint
- Fabrics, notions and crafty things to decorate with.
- **Ad Close: 12/21/10 • Ad Materials Due: 12/31/10**
- **On Sale: 2/15/11**

## April

### French Style

- Decorating in the French style
- Visit an online shopkeepers home that recalls France with true romantic style
- Dramatic window treatments, stencils and creating drama with textural layers and paint
- New Orleans Romantic
- **Ad Close: 1/19/11 • Ad Materials Due: 1/28/11**
- **On Sale: 3/15/11**

## May

### KITCHENS

#### Spring Season: Mother's Day and Easter Celebrations

- Throw an Easter party with vintage classics
- Gift guide for Mom
- **Ad Close: 2/16/11 • Ad Materials Due: 2/25/11**
- **On Sale: 4/12/11**

## June

### BRING THE OUTDOORS IN

- Seaside cottages in the classic cottage style
- Rustic touches of the outdoors inside
- **Ad Close: 3/16/11 • Ad Materials Due: 3/25/11**
- **On Sale: 5/10/11**

## July

### PERSONAL SPACES

#### Summer celebrations

- A romantic Fourth of July celebration, weddings and more
- Classic American Style defined
- **Ad Close: 4/13/11 • Ad Materials Due: 4/21/11**
- **On Sale: 6/07/11**

## August

### ORGANIZE YOUR COLLECTIBLES

#### Collecting

- How to live with heirlooms and keepsakes
- Top collecting areas
- Showing a variety of ways to display a collection
- **Ad Close: 5/11/11 • Ad Materials Due: 5/20/11**
- **On Sale: 7/05/11**

## September

### Back Home

- Wallpaper, glamour accessories and touches for the home
- Romantic getaway travel ideas
- **Ad Close: 6/08/11 • Ad Materials Due: 6/17/11**
- **On Sale: 8/02/11**

## October

### Fall Shopping

- The best romantic home styles of the season
- Shopping for the classics and trends
- **Ad Close: 7/13/11 • Ad Materials Due: 7/22/11**
- **On Sale: 9/06/11**

## November

### Holiday Decorating issue

- Unforgettable decorating styles by using what you have
- Innovative color choices, accessories and menu ideas for your holiday table
- Special 12-page Christmas idea house, ideas and tips you'll use
- **Ad Close: 8/17/11 • Ad Materials Due: 8/26/11**
- **On Sale: 10/11/11**

## December

### Holiday

- An elegant Christmas guide to entertaining for the holidays
- Annual gift guide
- Creating a nostalgic holiday at home
- Baking decorative items
- **Ad Close: 9/21/11 • Ad Materials Due: 9/30/11**
- **On Sale: 11/15/11**

# DIGITAL ADVERTISING SPECIFICATIONS

## Software Supported

Beckett Media LLC can accept electronic files created in Quark Xpress up to 7.3, Adobe Illustrator and Photoshop up to CS3. All jobs must be supplied with all fonts resident in the files, including fonts embedded or used with EPS files. All images (logos, photos and associated artwork) must be included. Beckett Media LLC supports the Adobe Type Library. Any non-Adobe fonts must be provided by the client. Beckett Media LLC needs a copy of the screen and printer font for each font used. These fonts will be treated as support material for the client's job, and will be deleted when the job is completed.

## Media Supported

Beckett Media LLC accepts files delivered by email, ftp site (contact your customer service representative for more info) or by CD/DVD. APG will not be held responsible or assume liability for any damages to, or loss of disk, data or information. Customer agrees not to supply original disks or materials. Upon request disks will be returned if a self-addressed stamped mailer is included.

## Proof

A press ready color proof must be included for color jobs, laser proofs however are acceptable. A proof must be supplied for each file at 100% of size. If no proof is furnished by the customer, Beckett Media LLC will not be held responsible for ads printed incorrectly.

## Digital Images

Required file formats:

TIFF, EPS, JPEG, PDF with fonts Embedded

## Required file formats:

Color files must be CMYK at a resolution of 300 dpi

Black & White files must be Grayscale at a resolution of 266 dpi

Beckett Media LLC will analyze all digital files. Files that require more than fifteen minutes to process, due to complexity or improper structure will be held for client approval. The client will be given the option to replace the file or pay additional charges for Beckett Media LLC to process the job.



# AD SIZES AND SPECIFICATIONS

## Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 8" x 10.875"

## Material Requirements

- Digital Files (Please see "Digital Advertising Specifications")
- Total maximum dot densities—180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date, this includes ad copy, photographs, logo, etc. needed to build the ad. Beckett Media LLC will supply a price quote based on the amount of work necessary to complete the ad, for authorization. Alteration and correction request to the finished product will be billed to the advertiser. Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy, and ad material before the ad material due date.

## Final Trim: 8" x 10.875"

Standard Units	Width & Depth
Full page (live)	7.125" x 10"*
2/3 page (2 columns)	4.625" x 10"
1/2 page (3 columns)	7.125" x 4.875"
1/2 page (2 columns)	4.625" x 7.5"
1/3 page (2 columns)	4.625" x 4.875"
1/3 page (1 column)	2.25" x 10"
1/4 page (2 columns)	3.375" x 4.875"
1/6 page (1 column)	2.25" x 4.875"
1/6 page (2 columns)	4.625" x 2.375"
1/12 page (1 column)	2.25" x 2.375"

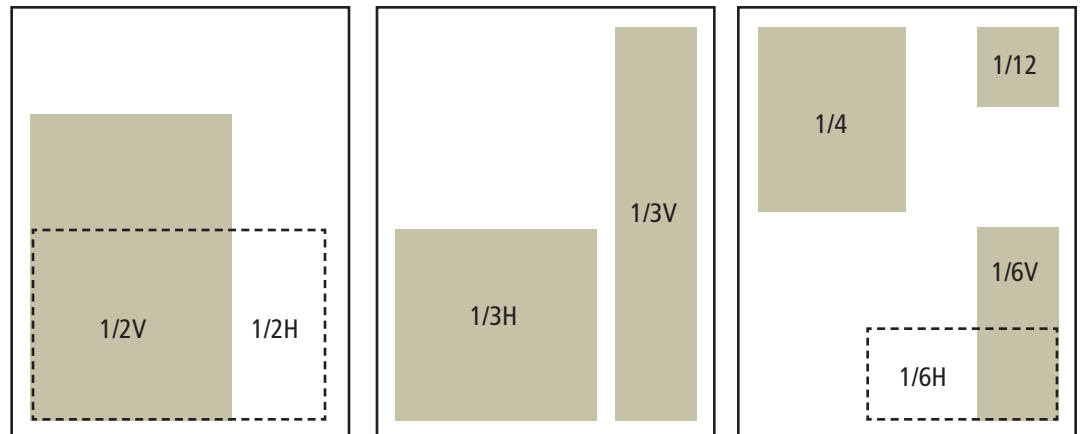
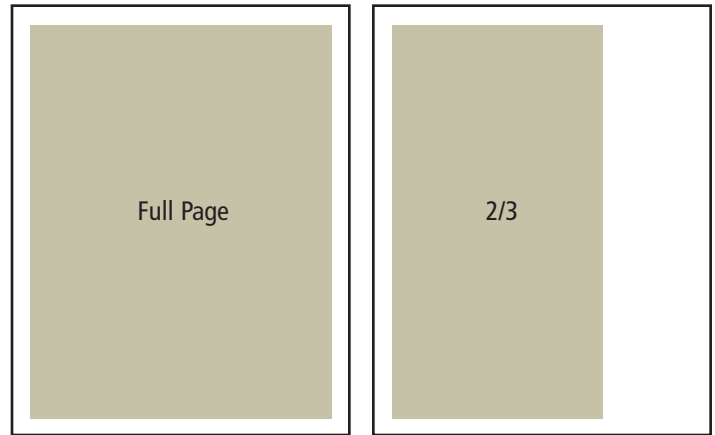
\*Live Area: Type and other image not intended to bleed must be kept 3/8" from final trim.

Magazine Trim Size:  
8" x 10.875" deep

Full Page Bleed (all 4 sides):  
8.25" x 11.125" deep

Non-bleed Spread:  
15.125" x 10" deep

Full Bleed Spread  
(all 4 sides):  
16.125" x 11.125"  
(keep live matter centered to  
15.125" x 10")





**Desiree Noriega**

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BECKETT MEDIA LLC • 2400 East Katella, Ste. 300 • Anaheim, CA 92806

## Display Rates

### Four-Color

	1X	3X	6X	9X	12X
Full Page	\$7,333	\$6,972	\$6,612	\$6,239	\$5,855
2/3	\$5,879	\$5,590	\$5,314	\$5,043	\$4,754
1/2	\$4,784	\$4,544	\$4,304	\$4,082	\$3,842
1/3	\$3,678	\$3,487	\$3,319	\$3,120	\$2,927
1/4	\$2,759	\$2,615	\$2,489	\$2,340	\$2,195

## Market Center

### Four-Color

	1X	3X	6X	9X	12X
1/6 Page	\$1,305	\$1,238	\$1,178	\$1,154	\$1,107
1/12 Page	\$655	\$625	\$589	\$528	\$481

## Cover Rates

### Four-color

	1X	3X	6X	9X	12X
2nd Cover	\$8,140	\$7,741	\$7,356	\$6,958	\$6,565
3rd Cover	\$7,878	\$7,492	\$7,119	\$6,687	\$6,276
4th Cover	\$8,729	\$8,294	\$7,877	\$7,448	\$7,105