

Romantic
HOMES

CASUAL
ELEGANCE.
PERSONAL
STYLE

Media Kit

2012



why *Romantic* HOMES?

CASUAL
ELEGANCE,
PERSONAL
STYLE

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 website that points the reader to action, the editorial calendar highlights ideas for every room in the home, holiday ideas, shopping resources, ways to decorate with vintage finds, exploring a variety of styles including French and small spaces 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.



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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.

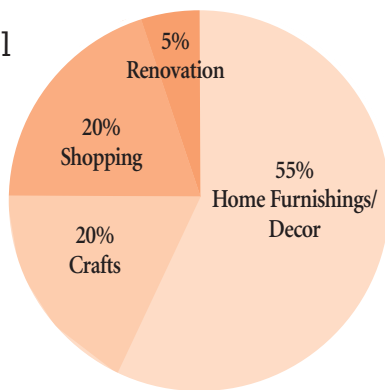


Casual Elegance, Personal Style

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



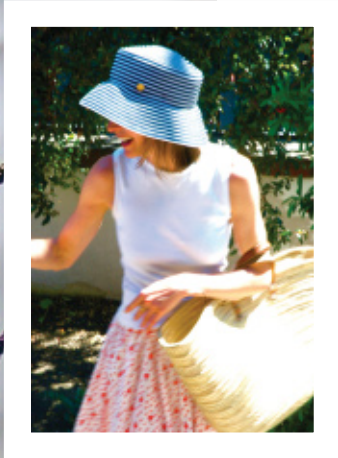
Meet the *Romantic Homes* Reader

- 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 deMontravail

Editor

Romantic Homes

WITH 20 YEARS OF PUBLISHING EXPERIENCE, Jacqueline deMontravail 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 website 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*, *The Vintage Table* and the upcoming book *Hers*, out this holiday season.

Dear

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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!

Beckett
MEDIA

Home Publications



BECKETT MEDIA'S HOME PUBLICATIONS INCLUDE long-time favorites *Romantic Homes* and *Victorian Homes* as well as new hot sellers *Cottages & Bungalows*, *Kitchens*, *Bedrooms & Baths*. Featuring stunning photographs and inspiring stories and projects, these publications empower readers to bring beauty into their homes and lives, and to create the classic styles that they crave.

Romantic Homes 2012 Editorial Calendar



In Every Issue:

Make It—Craft or sewing project
Browsing—Shopping ideas
Shopkeeping—Inspirational stores across the country, top 10 sellers, tips on how to get into the business
Setting Your Sites—Web sites and blogs that we think are pretty special
Collect It—Collectibles with romantic appeal
Be Here Now—Design direction on how to achieve the look of a styled room
Take Me—Travel destinations, including ideas on ways to bring the experience home
Come Again—Creative ways to repurpose items you already have
Fabrics, wall coverings, fine furnishings, collectibles, entertaining ideas, beautiful homes

JANUARY

BEDROOMS & BATHS

- Amazing bedrooms you'll never want to leave
- Ways to create an inviting bedroom through fabric, wallpaper, linens, color and accessories
- Bathrooms to escape to with achievable tips
- 20+ pages of real-people design ideas you can do yourself
- Personalize spaces with heirlooms and vintage finds
- Best decorating trends of 2012
- **Ad Close: 10/19/11 • Ad Materials Due: 10/28/11**
- **On Sale: 12/13/11**

FEBRUARY

VALENTINE'S DAY

- Annual "The Romantics" feature written by creative women who embody the romantic lifestyle
- Top artisans, entrepreneurs and style mavens
- Create a Valentine's Day party with festive accessories and sweets
- **Ad Close: 11/16/11 • Ad Materials Due: 11/23/11**
- **On Sale: 1/10/12**

MARCH

FRENCH STYLE

- Decorating in the French style
- A dinner in Burgundy shows the French lifestyle and entertaining philosophies.
- Dramatic window treatments
- Creating drama with textual layers and paint
- **Ad Close: 12/19/11 • Ad Materials Due: 12/29/11**
- **On Sale: 2/14/12**
- **SPRING, 2012** – From the Editors of *Romantic Homes, Cottages & Bungalows & Victorian Homes* – **BEDROOMS & BATHS**
- **SPRING, 2012** – From the Editors of *Romantic Homes, Cottages & Bungalows & Victorian Homes* – **KITCHENS**

APRIL

SPECIAL FLEA MARKET ISSUE

- Annual nationwide flea market guide
- How to live with heirlooms and keepsakes
- Top 10 collectibles
- Showing a variety of ways to display a collection
- Green style: Use what you have!
- **Ad Close: 1/16/12 • Ad Materials Due: 1/27/12**
- **On Sale: 3/13/12**

MAY

MOTHER'S DAY AND SPRING CELEBRATIONS

- Throw a mother-child party that's all about her
- Homes with a feminine touch
- Gift guide for Mom
- **Ad Close: 2/13/12 • Ad Materials Due: 2/24/12**
- **On Sale: 4/10/12**

JUNE

ROSES AND COTTAGES: A VERY ROMANTIC ISSUE

- Homes that have a fairytale element
- Living with the outdoors: Tips on gardening and accessorizing your outdoor space to become a romantic haven

- 10 summer setting ideas
- **Ad Close: 3/12/12 • Ad Materials Due: 3/23/12**
- **On Sale: 5/8/12**

JULY

KITCHENS

- The best kitchen styles for a romantic home
- Selecting for the right hardware, appliances and accents
- Colorful cottages on Prince Edward Island
- **Ad Close: 4/9/12 • Ad Materials Due: 4/20/12**
- **On Sale: 6/5/12**

AUGUST

A ROOM OF YOUR OWN: CREATING A SPACE THAT'S ALL ABOUT YOU

- Visit the favorite private spaces, including reading nooks and studios, of notable women
- Ta Da: Achieve the perfect feminine office
- Summer looks to take you into the fall
- **Ad Close: 5/8/12 • Ad Materials Due: 5/18/12**
- **On Sale: 7/3/12**

SEPTEMBER

101 IDEAS TO ROMANCE YOUR HOME

- Candles, music, textiles, entertaining, glamour accessories and touches that take your home to a romantic level
- Romantic getaway travel ideas
- **Ad Close: 6/5/12 • Ad Materials Due: 6/15/12**
- **On Sale: 8/1/12**

- **FALL, 2012** – From the Editors of *Romantic Homes, Cottages & Bungalows & Victorian Homes* – **BEDROOMS & BATHS**
- **FALL, 2012** – From the Editors of *Romantic Homes, Cottages & Bungalows & Victorian Homes* – **KITCHENS**

OCTOBER

FALL DECORATING/SETTING THE BOUNTIFUL TABLE

- Tableware, gifts & accessories
- 20 tips to make your home cozy and inviting for the new season
- **Ad Close: 7/10/12 • Ad Materials Due: 7/20/12**
- **On Sale: 9/4/12**

NOVEMBER

HOLIDAY DECORATING ISSUE

- Unforgettable decorating styles with simple materials and decorations
- Innovative color choices, accessories and menu ideas for your holiday table
- Special 16-page Christmas ideas and tips you'll use
- **Ad Close: 8/14 • Ad Materials Due: 8/21/12**
- **On Sale: 10/9/12**

DECEMBER

HOLIDAY ENTERTAINING

- An elegant Christmas guide to entertaining for the holidays
- Annual gift guide
- Baking decorative items
- **Ad Close: 9/18 • Ad Materials Due: 9/28/12**
- **On Sale: 11/13/12**

(Note: Ad close, materials due and on-sale dates pending release of final 2012 editorial calendar; editorial may change at the discretion of the editor)

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"

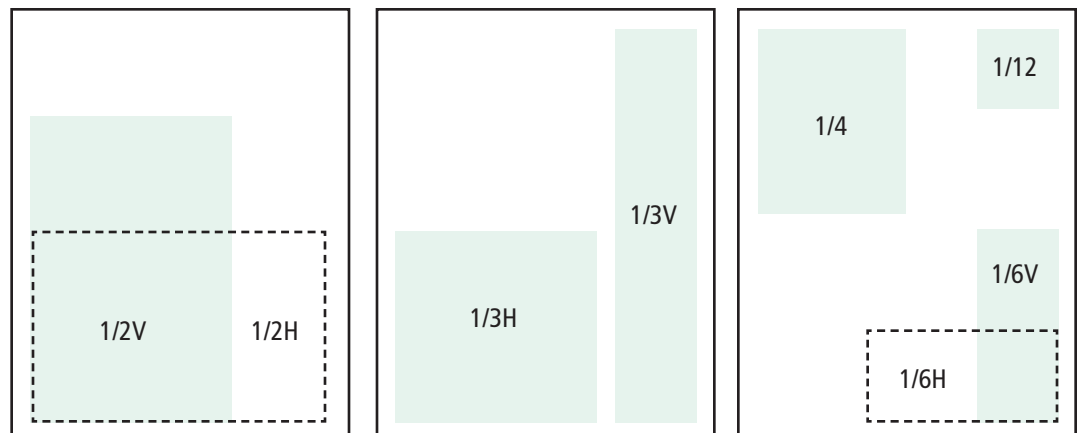
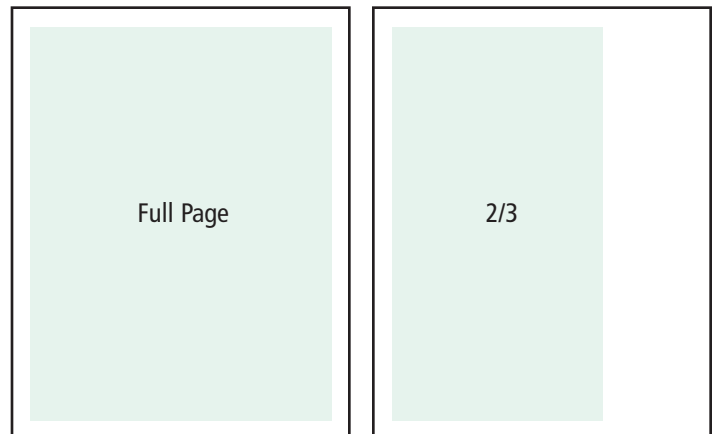
*Live Area: Type and other image not intended to bleed must be kept 3/8" from final trim.

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")





Gabe Frimmel

(800) 332-3330 ext 1930 fax (714) 456-0146

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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