

VICTORIAN[®]
HOMES

MEDIA
KIT

*Celebrating
30 years*

WHY *VICTORIAN HOMES*



Victorian Homes is the only bi-monthly publication dedicated strictly to the history, restoration, decoration and building of Victorian homes. For over 23 years, every issue of *Victorian Homes* has

been a valued resource, reaching a loyal and dedicated readership with home renovation and design ideas.

Victorian Homes is a renovation magazine that inspires readers who are passionate about their homes. With a faithful readership that appreciates the magazine's commitment to authenticity, *VH* provides a specialized, timely and inspirational journal about Victorian home restoration and new construction in the Victorian style.

The readers are devoted to the history and culture of the Victorian era. *VH* is a guide and inspiration to readers who aspire to create a period home with all of the warmth and attention-to-detail found in a bygone era, using both authentic and vintage-inspired new products that include hardware, appliances, wallpaper, ceiling tiles and more.

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WHO IS THE READER?

Primary readers are women (about 80 percent); college-educated; and the vast majority are homeowners. It is estimated that 65 to 70 percent of readers have a Victorian home built between 1850 and 1905.

Anyone reading *Victorian Homes* will be passionate about the era in terms of architecture, furnishings, interior design, textiles, lighting, gardening and accessories. It is the only bi-monthly publication dedicated entirely to the history, restoration, decoration and building of Victorian homes.

VH is targeted to the discriminating Victorian enthusiast who trusts whatever is in our magazine, including the advertising.

- 75% Tastefully mix old and new elements
- 60% Knowledgeable Victoriana lovers
- 45% Read solely for ideas/tips and products
- 30% New Victorian builder/owner
- 30% Enjoy lifestyle and history of era
- 20% Diehard purists
- 15% Trade/Museum readers
- 10% Buy it as eye candy

Target Readers

We are currently assessing the size of the *Victorian Homes* market. We will work with NAHB to establish the number of new homes being built in the Victorian style, as well as how many older homes of the era are available on the market.



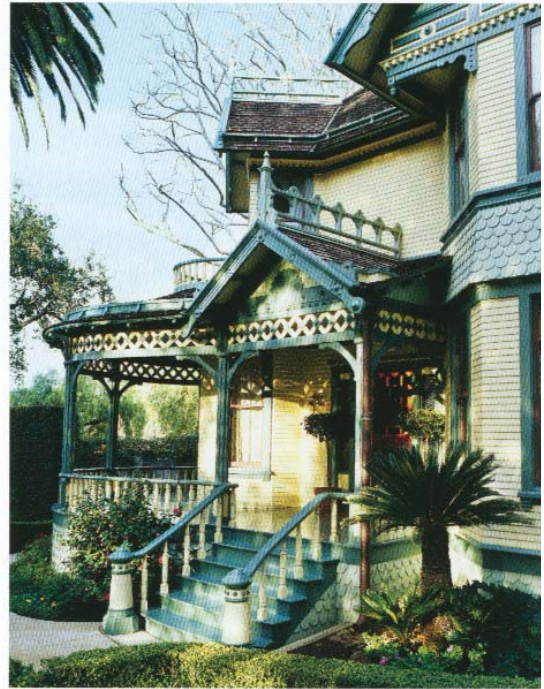
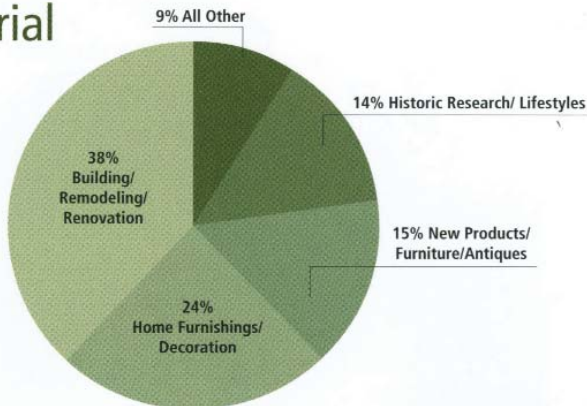
VICTORIAN
HOMES

THE MAGAZINE OF VICTORIAN STYLE

Mission Statement

Victorian Homes is the only bi-monthly publication strictly dedicated to the history, restoration, decoration and building of Victorian homes. *Victorian Homes* provides readers with authentic information on architecture, furniture, interior design, textiles, lighting, hardware, appliances and accessories. A renovation journal filled with inspiration, *Victorian Homes* has a dedicated and passionate readership.

Editorial



Meet the *Victorian Homes* Reader

- 80% Women
- 92% own their own home
- 69% have a Victorian home built between 1850-1905
- 83% plan to renovate or redecorate
- 30% new Victorian builder/owner
- 9% plan to build a new Victorian home in the next 3 years
- 15% are in the trade (building, architects, designers, museums)

Our readers plan purchasing in the next 12 months:

- | | |
|--------------------------------|---------------------------------|
| • 56% paint & stains | • 32% lighting |
| • 47% Wallpaper/Wall Coverings | • 17% windows |
| • 45% Window Treatments | • 17% roofing |
| • 36% Floor Coverings | • 36% bathroom/kitchen hardware |
| • 36% Wood products | |

In the next 12 months, they plan on renovating/decorating...

- | | |
|----------------|------------------------------|
| • 45% yard | • 27% porch |
| • 35% bathroom | • 27% kitchen |
| • 29% exterior | • 13% heating/cooling system |



VICTORIAN
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EDITOR PROFILE

Hillary Black

Editor

Victorian Homes magazine



Hillary Black brings an impressive set of credentials to the Beckett Media Lifestyle Group. Her more than 20 years of creative experience includes a background in theater as well as film and television development and production work for companies which include Paramount Pictures, ABC and CBS. Prior to becoming Editor of *Victorian Homes*, Black served as Photo/Style Editor and Executive Editor of sister publications *Romantic Homes* and *Cottages & Bungalows*. A vintage home and décor enthusiast, Black is co-contributor to the Clarkson Potter title *Vintage Vavoom: Romantic Decorating with One-of-a-Kind Finds*. Aside from her passion for the print medium, Black is a singer/songwriter and part of the acoustic duo, StuccoRainbow.

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VICTORIAN HOMES 2011 EDITORIAL SCHEDULE

In every issue: Remarkable Victorian-era homes and period-accurate new construction; expert how-tos for restoration, home maintenance and renovation; Victorian era furnishings, décor, collectibles and designs; tips for curb appeal, gardens, exterior home products, historic paint and color guidance; Victorian communities and destinations.

February

MODERN LIVING, VICTORIAN STYLE

- Through the Eyes of an Artist: Hand-painted Victorian
- A Fresh Look: Modern living in a historic home
- Culbertson Mansion Museum House in New Albany, Indiana
- Ceiling treatments for historic homes
- Get your Victorian home ready to sell
- Victorian Valentines
- Lighting in a Victorian home
- **Ad Close: 11/17/10**
- **Materials Due: 11/26/10**
- **On Sale: 01/11/11**

April

RENOVATE AND RESTORE

- Introducing Steampunk: Victorian meets technology
- George Barber—The architect and his influence and houses
- Diary of a restoration series: first installment
- Molding and trim—choices in style and materials
- How to work with Anaglypta and Lincrusta
- Collecting antique silver
- Spring cleaning a Victorian home: products and techniques
- **Ad Close: 01/05/11**
- **Materials Due: 01/14/11**
- **On Sale: 03/01/11**

June

B & Bs FROM COAST TO COAST

- Sotheby's house in upstate New York
- Over-the-top splendor in Chicago
- Diary of a restoration series: second installment
- Best Summer Antique Shows and Flea Markets
- Top 10 house museums to visit
- 5 beautiful bed and breakfast inns
- The gardens of Ocean Grove, NJ
- Linens and Lace—information and care
- Creating great vignettes
- **Ad Close: 03/02/11**
- **Materials Due: 03/11/11**
- **On Sale: 04/26/11**

August

KITCHENS ISSUE

- Indoor/Outdoor Living with Style
- Porches and gazebos
- The Victorian Garden: great examples and tips on designing your own
- Diary of a restoration series: third installment
- Family-friendly Cottage in Virginia
- New Victorian in Costa Mesa, CA
- 16 pages of Victorian and Victorian-inspired kitchens and an overview of flooring, cabinets, sinks, counter tops, and more
- **Ad Close: 05/04/11**
- **Materials Due: 05/13/11**
- **On Sale: 06/28/11**

October

GETTING READY FOR WINTER

- Halloween cottage in Peacock Park
- New House/Old Soul: New Victorian in Virginia
- Restored Italianate in Pasadena, CA
- Interior and exterior repairs to ready your home for winter and holiday entertaining
- Victorian lighting overview
- Collecting fairy lamps
- Choosing period-appropriate hardware: knobs, handles, hinges, pulls, floor registers, etc.
- **Ad Close: 07/06/11**
- **Materials Due: 07/15/11**
- **On Sale: 08/30/11**

December

CELEBRATING THE HOLIDAYS

- Take inspiration from holiday home tours, seasonal celebrations and décor.
- Annual Gift Guide
- Setting the perfect holiday table
- How to display and care for antique china
- **Ad Close: 08/31/11**
- **Materials Due: 09/09/11**
- **On Sale: 10/25/11**

Note: Editorial schedule subject to change



Hillary Black

(714) 939-9991 ext. 312 fax (800) 249-7761

hblack@beckett.com

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

Display Rates **Black and White**

	1X	3X	6X
Full Page	\$3,346	\$3,162	\$3,003
2/3	\$2,511	\$2,370	\$2,254
1/2	\$1,995	\$1,888	\$1,786
1/3	\$1,379	\$1,298	\$1,230

Four-Color

	1X	3X	6X
Full Page	\$4,146	\$3,957	\$3,690
2/3	\$3,559	\$3,434	\$3,193
1/2	\$2,611	\$2,446	\$2,317
1/3	\$1,828	\$1,744	\$1,623
1/4	\$1,449	\$1,380	\$1,286

Market Center **Black and White**

	1X	3X	6X
1/6	\$930	\$883	\$824
1/12	\$465	\$442	\$412

Four-Color

	1X	3X	6X
1/6	\$1,070	\$1,015	\$948
1/12	\$535	\$508	\$474

Covers Rates **Four-Color**

	1X	3X	6X
2nd Cover	\$4,429	\$4,269	\$4,074
3rd Cover	\$4,289	\$3,117	\$3,925
4th Cover	\$4,784	\$4,610	\$4,406

Short Cut-off Ad Sizes and Specifications



Mechanical Requirements

- Printing: Web Offset
- Binding: Perfect Bound
- Trim Size: 7.75" x 10.5"

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 for authorization based on the amount of work necessary to complete the ad. 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.

Please note: Unless specified through prior written agreement with Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

Final Trim: 7.75" x 10.5"

Standard Units	Width & Depth
Full page (live)	7" x 9.75" deep*
2/3 page (2 columns)	4.5" x 9.625" deep
1/2 page (3 columns)	6.75" x 4.75" deep
1/2 page (2 columns)	4.5" x 7.25" deep
1/3 page (2 columns)	4.5" x 4.75" deep
1/3 page (1 column)	2.125" x 9.625" deep
1/4 page (2 columns)	3.25" x 4.75"
1/6 page (1 column)	2.125" x 4.75" deep
1/6 page (2 columns)	4.5" x 2.25" deep
1/12 page (1 column)	2.125" x 2.25" deep

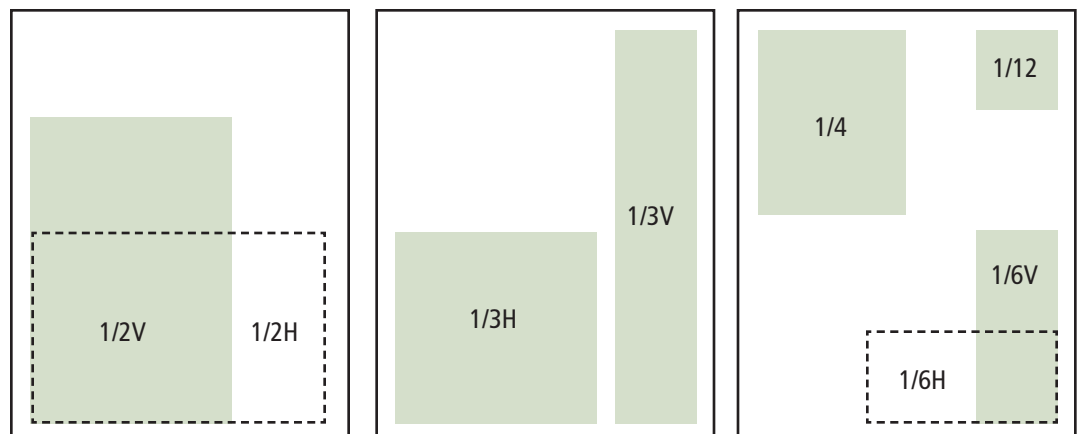
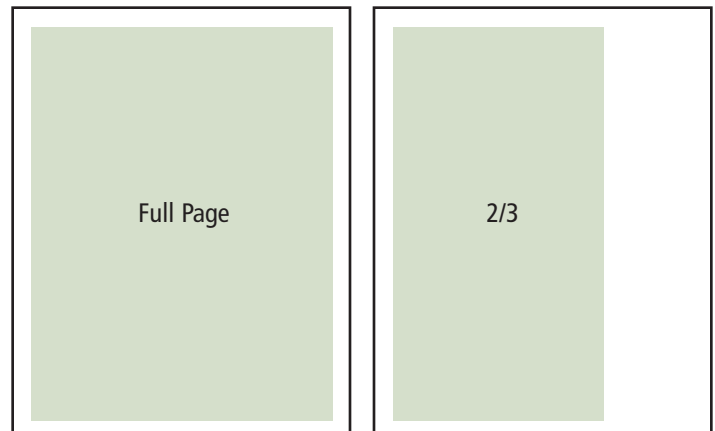
*Live Area: Type and other image not intended to bleed must be kept 3/8" from final trim.

Magazine Trim Size:
7.75" x 10.5" deep

Full Page Bleed (all 4 sides):
8" x 10.75" deep

Non-bleed Spread:
14.75" x 9.75" deep

Full Bleed Spread
(all 4 sides):
15.75" x 10.75" deep
(keep live matter centered to 14.75" x 9.75")



Digital Advertising Specifications



Software Supported

Beckett Media LLC can accept electronic files created in Macintosh Quark Xpress up to 6.5, Macintosh Adobe Illustrator up to 10.0, Macintosh Photoshop up to 7.0 in Apple Macintosh/Power Macintosh format only. 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

Large files should be submitted on compact disk (CD). Beckett Media LLC will not be held responsible or assume liability for any damages to, or loss of disk, data or information. Client agrees not to supply original disks or materials. Disks will be returned if a self-addressed stamped mailer is included.

Proof

Laser proof is acceptable for black and white. A press ready color proof must be included for color jobs. A proof must be supplied for each file at 100% of size. If no proof is furnished by the client, Beckett Media LLC will not be held responsible for ads printed incorrectly.

Not Accepted

- Compression / splitting of files
- True Type Fonts
- RGB, JPEG, LZW

Digital Images

- Acceptable file formats: TIFF, EPS, PDF with fonts embedded.
- Color images must be CMYK

Suggested Resolutions

- Black and White: 240 dpi
- Color: 300 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.