

Cottages & Bungalows

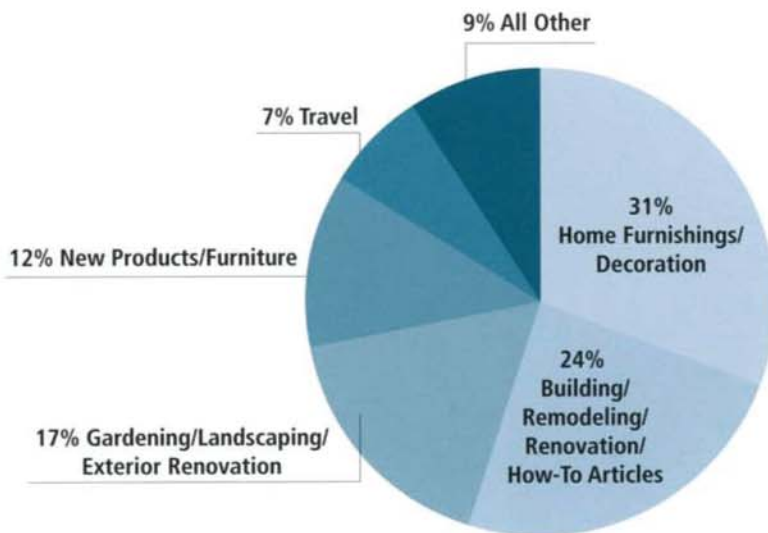


Cottages & Bungalows: A New Trendsetter

Mission Statement

Created to appeal to owners of small historic homes, Cottages & Bungalows is a unique magazine that focuses on houses built from the 1890s to the 1950s. Styles include everything from traditional Craftsman bungalows to English Tudor cottages. Most of these homes are the primary residence of our readers, however some are second homes. This category includes everything from the lake cottage to the log cabin to the beach house. Departments are written by well-known authorities covering areas of how-to, restoration, period kitchens and baths, Arts & Crafts home accessories and Mission-style furniture, as well as feature-length house tours. Gardens will be included in every issue.

Editorial



Cottages & Bungalows Readership

Meet the *Cottages & Bungalows* Reader:

- 55% Women
- 45% Men
- Median Age 46
- Median Household Income is \$50,000 to \$100,000
- 75% are homeowners
- Couples represent a large group of readers

***Cottages & Bungalows* appeals to the reader who:**

- Appreciates and/or lives in a unique home
- Enjoys decorating, renovating and restoring
- Has a passion for vintage style, retro furnishings and fine craftsmanship
- Craves new ideas, products and DIY tips
- Is enthusiastic about historic architecture
- Wants to know more about eco-friendly renovation and building alternatives
- Respects home, family and history

Who is the Reader?

The *Cottages & Bungalows* reader is interested in décor ideas and renovation solutions to create a well-designed, welcoming home. A homeowner and/or home enthusiast, the reader revels in historic architectural style, retro-inspired products, classic workmanship and the “green” aspect of the vintage home.

Why is the Reader Loyal?

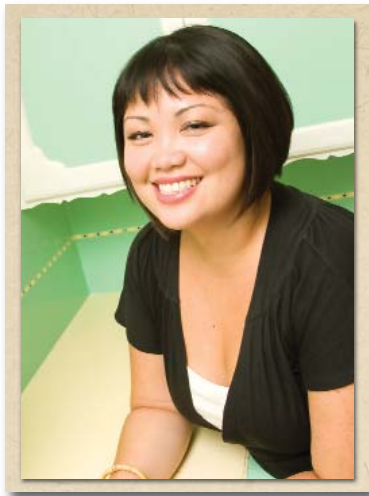
Inspiring photos and stories, from bungalow basics to cottage tours around the world, offer the reader a reliable resource. Contributors are experts in their field and are highly attuned to this subject. *Cottages & Bungalows* has an authoritative tone, while a light touch of humor draws the reader in with a friendly familiarity.

Editor Bio

Jickie Torres

Editor

Cottages & Bungalows



Jickie Torres has been a part of the Beckett Media Lifestyle team for more than four years contributing to *Romantic Homes* and *Victorian Homes* magazines before taking the helm of *Cottages and Bungalows*. She brings with her more than 10 years of writing in the fields of pop culture, art and design for books, magazines and the Web. Her passion for home and interiors is both professional and personal: in her spare time she is an avid crafter and do-it-yourselfer and she can often be found sewing, cooking, and refurbishing or repurposing old furniture and accessories.

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2011 EDITORIAL SCHEDULE

IN EVERY ISSUE: Remarkable homes—historic, vintage-inspired and sensitive new construction; noteworthy design and craftsmanship; expert how-to's for restoration, home maintenance and renovation; retro furnishings, décor, collectibles and artisan-crafted designs; featured floor plans; tips for curb appeal, gardens, exterior home products and creating an eco-friendly, healthy home; historic paint and color guidance; cottage and bungalow communities and destinations.

Issue	On-Sale Date	Issue	On-Sale Date
January FRESHEN UP! <ul style="list-style-type: none">• From paint to windows to carpet and tile: how to revive your home for the New Year• Care and cleaning tips for every material in your home• Historic additions: Adding period-sensitive buildings to your property• Homes to inspire—clean, fresh and clutter free• RETRO SHOPPING: Art Nouveau--accessories, textiles and hardware	12/21/10	April ORGANIZATION ISSUE <ul style="list-style-type: none">• Clean & Beautify: revive your décor with smart yet cozy design• Shape up your home with fresh ideas for storage and display• Small-space solutions; creating room where there is none• Homes to inspire—tiny country cottages, small seaside bungalows• RETRO SHOPPING: Home office style• DIY ESSENTIALS: How to make a slipcover	2/15/11
<p>**Introducing new column for 2011: DIY Essentials, covering quick easy DIY techniques that you'll use over and over again. This month: how to whitewash furniture</p> <p>Ad close: 10/27/10 Ad materials due: 11/05/10</p>		Ad close: 12/21/10 Ad materials due: 12/31/10	
February / March PLAN YOUR DREAM COTTAGE. <ul style="list-style-type: none">• Guide to hardware, flooring, fixture, roofing and all the elements to give your home a cottage look.• Playing with color: paint, patterns, wallpaper and textures to reinvigorate your rooms• Renovation stories: planning, budgeting and executing a remodel plan• RETRO SHOPPING: Remodel special: hardware, lighting, fixtures, countertops and more.• DIY ESSENTIALS: How to stain wood	1/18/11	May CURB APPEAL <ul style="list-style-type: none">• Planning for and creating the ultimate curb appeal• New ideas for the front lawn: innovative landscaping designs• Pretty porches: outdoor furniture, tile and trimmings that make you want to stay a while• Money saving gardens: from water wise, to easy care herbs and veggies• Homes to inspire—Ocean Grove cottages: east coast style• RETRO SHOPPING: home emblems, outdoor lighting, house numbers, mailboxes and other driveway details.• DIY ESSENTIALS: How to strip painted brick	3/29/11
<p>Ad close: 11/24/10 Ad materials due: 12/03/10</p>		<p>Ad close: 2/2/11 Ad materials due: 2/11/11</p>	

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Issue	On-Sale Date	Issue	On-Sale Date
June BEFORE & AFTER SPECIAL <ul style="list-style-type: none"> • Reaching your home's potential with room redos, revamps and rennos • Salvage decorating: junking with the pros • Mini makeovers for every room in the house • Homes to inspire—unbelievable makeovers on a budget • RETRO SHOPPING: British cottage style • DIY ESSENTIALS: How to remove rust Ad close: 3/9/11 Ad materials due: 3/18/11	5/3/11	October KITCHENS ISSUE <ul style="list-style-type: none"> • Small cool kitchens: designing a stylish efficient space • Vintage style: an overview of flooring, cabinets, lighting and hardware for the perfect period look • Kitchen gardens: growing beautiful and useful spaces inside and out • Homes to inspire: entertaining spaces and creating with reclaimed wood • RETRO SHOPPING: Fun colorful kitchen finds • DIY ESSENTIALS: How to make a no-sew café curtain Ad close: 6/29/11 Ad materials due: 7/8/11	8/23/11
July / August Indoor/Outdoor Living with Style <ul style="list-style-type: none"> • Make the most of your home this summer • Water features: from pools to ponds to fountains and rain catchers • Homes to inspire—Spanish revival bungalows, homes with outdoor living rooms • Travel to Italy: historic cottages • RETRO SHOPPING: Outdoor furniture, lighting accessories and other necessities for stylish garden living • DIY ESSENTIALS: How to waterproof fabric Ad close: 4/19/11 Ad materials due: 4/29/11	6/14/11	November COTTAGE LIFESTYLE GIFT GUIDE <ul style="list-style-type: none"> • Gathering Close to Home: cozy touches for fall • A Vintage Thanksgiving: Arts & Crafts style for the holidays • Dazzling dining rooms: from period gems to fresh modern bungalows, find your decorating style • Homes to inspire—Festive cottages and family bungalows with history • RETRO SHOPPING: Gifts for the nature lover, DIYer, crafter, history buff and more! • DIY ESSENTIALS: How to hang a quilt Ad close: 8/3/11 Ad materials due: 8/12/11	9/27/11
September BED & BATH ISSUE <ul style="list-style-type: none"> • Create your sanctuary with colors, fabrics and furnishings • Period bedroom and bathroom details to try • Homes to inspire—serene cottages and bungalow retreats, bathroom before and afters • RETRO SHOPPING: Soft furnishings, linens and comfy touches • DIY ESSENTIALS: How to paint tile Ad close: 5/25/11 Ad materials due: 6/3/11	7/19/11	December Holiday Special <ul style="list-style-type: none"> • Take inspiration from holiday home tours, seasonal celebrations and furnishings. • Discover your holiday decorating style: from easy period looks to fresh takes on classic decor • Homes to inspire—The holidays Frank Lloyd Wright-style, a cozy cottage Christmas • RETRO SHOPPING: fun Christmas cottage finds, period holiday décor • DIY ESSENTIALS: How to clean vintage ornaments Ad close: 9/14/11 Ad materials due: 9/23/11	11/8/11

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. Beckett Media LLC 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"
1/6 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"

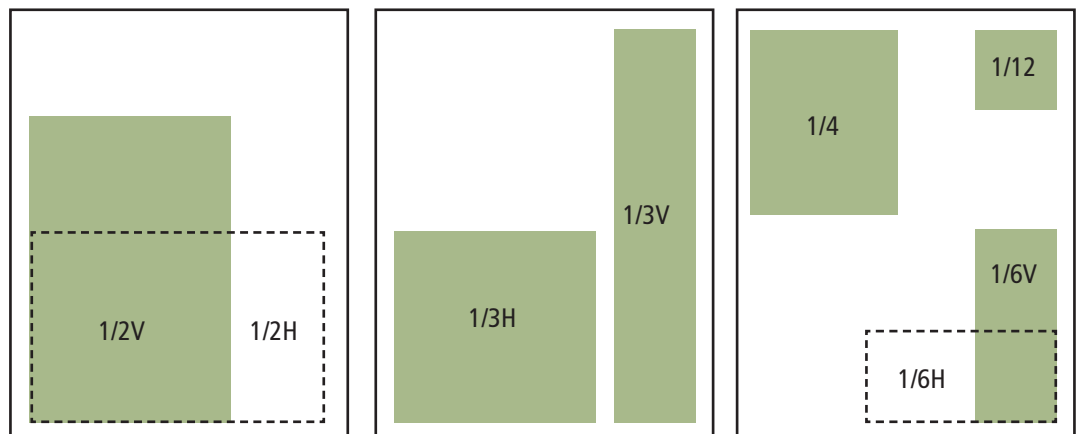
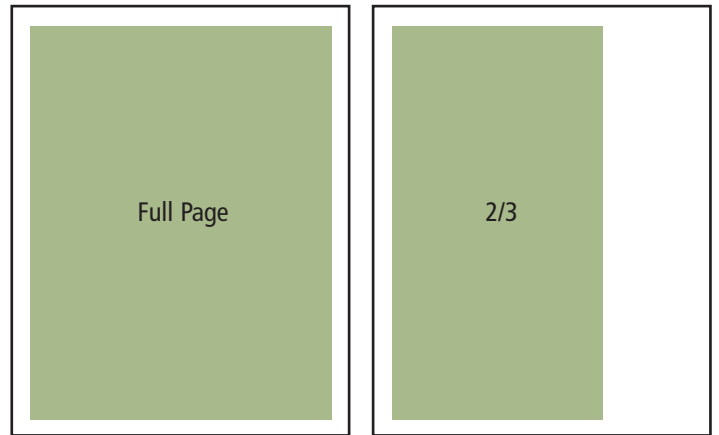
*Live Area: Type and other image not intended to bleed must be kept 3/8" from final trim.

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")



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Display Rates

Four-Color

	1X	3X	6X	10X
Full Page	\$4,000	\$3,400	\$2,800	\$2,324
2/3	\$3,000	\$2,500	\$2,100	\$1,743
1/2	\$2,200	\$1,800	\$1,680	\$1,395
1/3	\$1,600	\$1,360	\$1,120	\$930
1/4	\$1,200	\$1,020	\$840	\$698

Cover Rates

Four-Color

	1X	3X	6X	10X
2nd Cover	\$4,800	\$4,080	\$3,360	\$2,789
3rd Cover	\$4,400	\$3,740	\$3,050	\$2,532
4th Cover	\$5,200	\$4,420	\$3,640	\$3,021

Main Street Shoppes Section

Four-Color

	1X	3X	6X	10X
1/6 Page	\$975	\$850	\$700	\$581
1/12 Page	\$600	\$510	\$420	\$349

2 Page Spread

	1X	3X	6X	10X
Four-Color	\$6,700	\$5,500	\$4,000	\$3,320