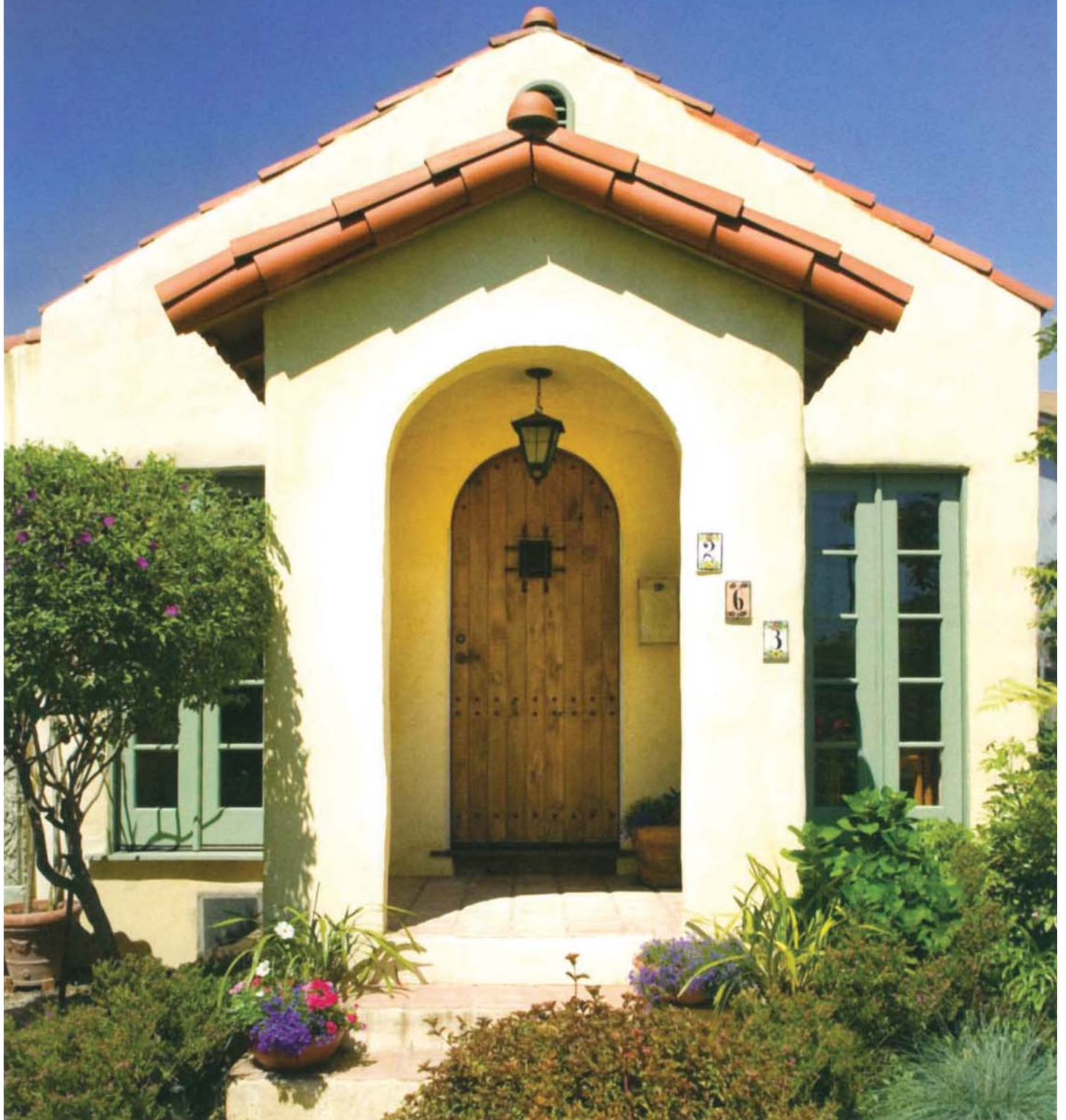


Cottages & Bungalows

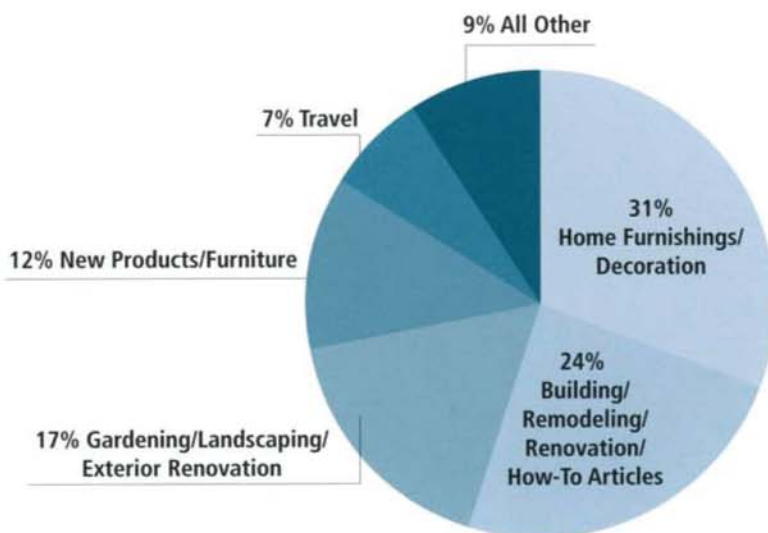


Cottages & Bungalows: A New Trendsetter

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.

Cottages
& **Bungalows**

Cottages & Bungalows

2012 EDITORIAL SCHEDULE

IN EVERY ISSUE: Visit remarkable homes—from cozy cottages to historic gems to vintage-inspired new construction. Discover how to turn any home into a cottage dream. Find the latest, greatest home décor and remodeling trends, innovative design ideas, easy DIY projects, expert how-to's for restoration and home maintenance, and more!

Issue	On-Sale Date	Issue	On-Sale Date
January ORGANIZE! <ul style="list-style-type: none"> • Get the fresh cottage look with simple, stunning décor • Make over your mudroom • Cutting the clutter: Products and decorating ideas to maximize your space • RETRO SHOPPING: Organizing essentials; furniture that works for you • DIY ESSENTIALS: Make a vintage-inspired mail center • GOOD LOOKS: Tree House—leaves, branches and elegant arboreal style • PLUS—Special bathroom decorating and remodeling section: sinks, floors, hardware and more! <p>Ad close: 10/26/11 Ad materials due: 11/04/11</p>	12/20/11	April CURB APPEAL <ul style="list-style-type: none"> • Shape up your home with fresh ideas for your front entryway and driveway • Front-yard gardens • Indoor/outdoor living with style • RETRO SHOPPING: Home emblems, outdoor lighting, house numbers, mailboxes and other driveway details. • DIY ESSENTIALS: How to create a tiered planter • GOOD LOOKS: Letters and numbers, graphic-inspired décor • PLUS—Eco-Friendly Chic: efficient, sustainable, smart and stylish finds that are good for you and the earth. <p>Ad close: 1/05/12 Ad materials due: 1/12/12</p>	2/21/12
February / March BEDROOMS SPECIAL <ul style="list-style-type: none"> • Create your personal hideaway with the best linens, furnishings and accessories • Bedroom bliss: stunning master bedrooms and charming guest rooms • RETRO SHOPPING: Remodel special: hardware, lighting, fixtures, countertops, cabinets, roofs and more. • DIY ESSENTIALS: no-sew window treatment • GOOD LOOKS: Quilt Revival: modern looks with vintage fabric • PLUS—Plan your Dream Cottage—a special guide to hardware, flooring, fixtures, roofing and all the elements to give your home a cottage look. <p>Ad close: 11/21/11 Ad materials due: 12/02/11</p>	01/17/12	May THE COTTAGE GARDEN <ul style="list-style-type: none"> • Planning for and creating the ultimate cottage garden • New ideas for the front lawn: Innovative landscaping designs • Pretty porches: Outdoor furniture, tile and trimmings that make you want to stay awhile • Succulents: The no-fail garden • RETRO SHOPPING: The perfect patio: furniture, plants, decks and lighting • DIY ESSENTIALS: How to create a raised bed vegetable garden • GOOD LOOKS: Just peachy: Fresh fruit motif for your décor • PLUS—Art & Collectible special: your guide to the best art pottery, folk art and wall art for your décor. <p>Ad close: 2/09/12 Ad materials due: 2/16/12</p>	3/27/12

- **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**

Cottages & Bungalows

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: Country cottage style DIY ESSENTIALS: How to reupholster a chair GOOD LOOKS: Set sail: nautical style PLUS—Special flooring guide: tile, stone, wood and the latest, greatest flooring options. 	5/01/12	<ul style="list-style-type: none"> FALL, 2012 – From the Editors of <i>Romantic Homes, Cottages & Bungalows & Victorian Homes</i> – BEDROOMS & BATHS FALL, 2012 – From the Editors of <i>Romantic Homes, Cottages & Bungalows & Victorian Homes</i> – KITCHENS 	
Ad close: 3/22/12 Ad materials due: 3/29/12		October FALL DECORATING <ul style="list-style-type: none"> The perfect fall palette: the best fresh colors of autumn Update your rooms with natural touches: decorate with leaves, branches, nuts and more Decorate a fall mantel Halloween party: crafts, recipes, décor and more RETRO SHOPPING: warm up with linens, throws and soft furnishings DIY ESSENTIALS: How to make a natural wreath GOOD LOOKS: What a hoot! Adorable owl-themed décor PLUS—Windows and Doors: Exterior essentials for a stylish and efficient remodel. 	8/21/12
Ad close: 3/22/12 Ad materials due: 3/29/12		Ad close: 7/05/12 Ad materials due: 7/12/12	
July / August FLEA MARKET STYLE <ul style="list-style-type: none"> The best cottage and bungalow collectibles The Salvaged Cottage: Decorating with vintage and antique treasures Upcycled finds! How to make over furniture and repurpose antiques RETRO SHOPPING: A case for case goods: armoires, etageres, china cabinets and the best furnishings to display your collectibles. DIY ESSENTIALS: How to create a wall shelf cabinet GOOD LOOKS: The at-home getaway: travel-inspired finds PLUS—Fantastic Furniture—from classics you can count on to innovative designs built to last, a gallery of furniture finds for every look. 	6/05/12	November ENTERTAINING SPECIAL <ul style="list-style-type: none"> Gathering Close to Home: Cozy touches for the season A Vintage Thanksgiving: Arts and Crafts style for the holidays Dazzling dining rooms: Find your decorating style, from period gems to fresh, modern bungalows. RETRO SHOPPING: Table treasures DIY ESSENTIALS: How to hang a quilt GOOD LOOKS: Heavy Metal: gold and silver, and all that shimmers PLUS—A special lighting guide: sconces, pendants, chandeliers and more 	9/25/12
Ad close: 4/26/12 Ad materials due: 5/03/12		Ad close: 8/09/12 Ad materials due: 8/16/12	
September THE KITCHENS ISSUE <ul style="list-style-type: none"> Create your dream kitchen on any budget Period-kitchen details to finish your look Amazing before-and-afters RETRO SHOPPING: Dining room necessities: tableware, storage, linens and more DIY ESSENTIALS: How to paint tile GOOD LOOKS: Industrial chic PLUS—Wake up your walls: hot colors, new paint tricks and wall coverings to covet. 	7/17/12	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 décor Homes to inspire: The holidays Frank Lloyd Wright-style; a cozy cottage Christmas RETRO SHOPPING: Perfect gifts under \$20 DIY ESSENTIALS: How to sew a tree skirt GOOD LOOKS: A folk Christmas 	10/30/12
Ad close: 5/31/12 Ad materials due: 6/07/12		Ad close: 9/13/12 Ad materials due: 8/20/12	

(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. 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 (1column)	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"

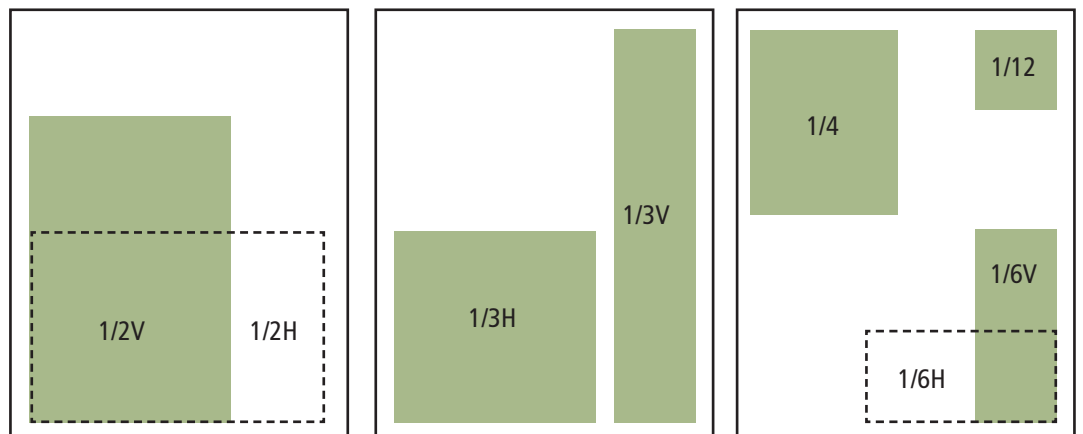
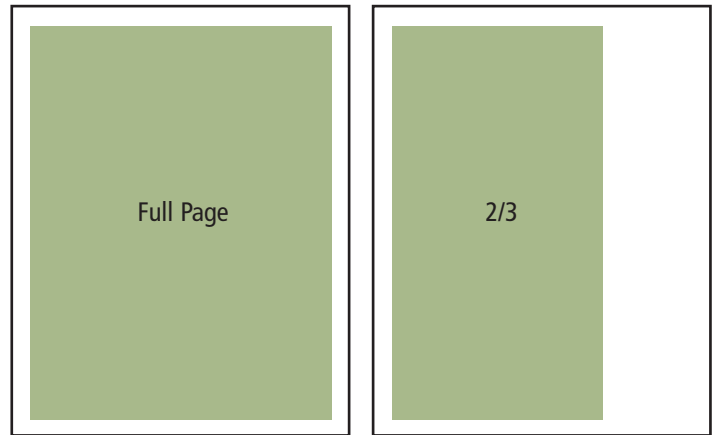
*Live Area: Type and other image not intended to bleed must be kept 3/8" from final trim.

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

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BECKETT MEDIA LLC • 22840 Savi Ranch Pkwy., Suite 200, Yorba Linda, CA 92887

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