

Celebrating our 6th Year

Cottages & Bungalows

MEDIA KIT 2013



MARKET DEMOGRAPHICS

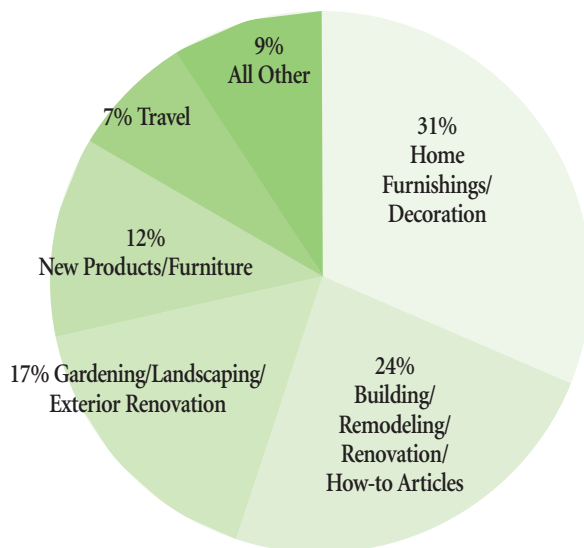
Advertising Rates & Specs | Advertising Closing Dates

A New Trendsetter

Mission Statement

Created to appeal to cottage-style enthusiasts, *Cottages & Bungalows* is a unique magazine that focuses on houses built from the 1890s to recently built homes that capture the cottage look. Styles include everything from beach cottages to traditional Craftsman bungalows to English Tudor and fresh, modern styles. Most of these homes are the primary residences 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 experts covering areas of interior-design how-to, restoration, kitchens and baths, home accessories and furniture, as well as feature-length house tours.

Editorial



Meet the *Cottages & Bungalows* Reader

- 55% Women
- 45% Men
- Median Age is 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

2013-2014 Production Schedule

Issue	Ad Close	Materials Due	On Sale Date
January	10/10/12	10/18/12	12/04/12
February/March	11/14/12	11/21/12	01/08/13
April	12/19/12	12/27/12	02/12/13
May	01/23/13	01/31/13	03/19/13
June	02/27/13	03/07/13	04/23/13
July/August	04/03/13	04/11/13	05/28/13
September	05/29/13	06/06/13	07/23/13
October	07/03/13	07/11/13	08/27/13
November	08/07/13	08/15/13	10/01/13
December	09/11/13	09/19/13	11/05/13
January 2014	10/16/13	10/24/13	12/10/13
February/March 2014	11/20/13	11/27/13	01/14/14

•Dates subject to change

Rate Card

	1x	2x	4x	6x	10x
Full Page	\$3,600	\$3,400	\$2,995	\$2,750	\$2,500
2/3 Page	3,000	2,750	2,300	2,095	1,900
1/2 Page	2,500	2,100	1,800	1,750	1,595
1/3 Page	1,895	1,750	1,350	1,200	1,095
1/4 Page	1,295	1,195	875	795	750
1/6 Page	1,100	1,000	750	675	595
1/12 Page	895	850	675	595	495
2 Pg Spread	6,000	5,200	4,800	4,700	4,300
Cover 2	3,800	3,500	3,100	2,800	2,600
Cover 3	4,000	3,750	3,300	3,000	2,800
Cover 4	4,400	4,000	3,500	3,300	3,200

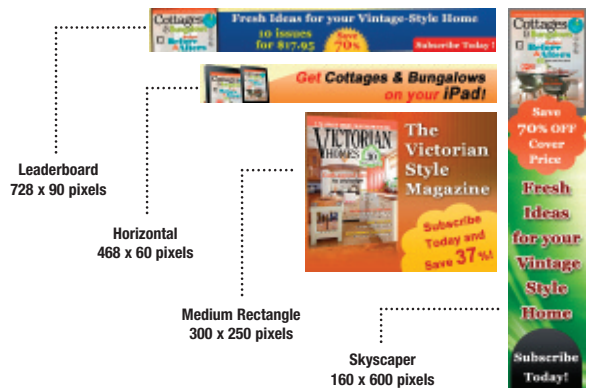
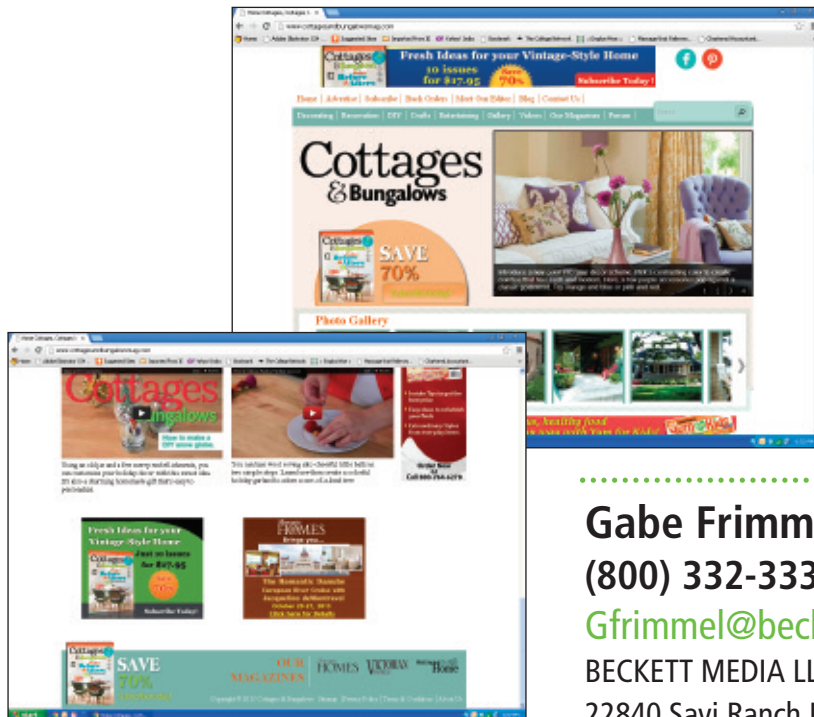


Banner Ad Rates

SIZE	3-MONTH	6-MONTH	12-MONTH
300 X 250	\$400	\$350	\$300
160 X 600	\$400	\$350	\$300
728 X 90	\$300	\$250	\$200
468 X 60	\$250	\$200	\$150

Three size options to suit your web site advertising needs.

* Rates per month



Gabe Frimmel • Advertising Sales Director
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BECKETT MEDIA LLC
 22840 Savi Ranch Pkwy., Suite 200, Yorba Linda, CA 92887

Digital Advertising Specifications

BECKETT MEDIA analyzes all digital files. In the occurrence that the supplied file needs work done, the customer will be given the option to replace any file that requires alterations, corrections or restructuring or to have the work completed by our Production Department. Any files that are re-worked by Beckett Media will be held for customer approval.

SOFTWARE SUPPORTED

BECKETT MEDIA can accept electronic files created in QuarkXpress up to 7.3, Adobe Creative Suite 5 (InDesign, Illustrator, Photoshop, Acrobat).

For all jobs sent in QuarkXpress and InDesign, these 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 supports the Adobe Type Library. Any non-Adobe fonts must be provided by the customer. BECKETT MEDIA needs a copy of the screen & printer font for each font used. These fonts will be treated as support material for the customer's job, and will be deleted when the job is completed.



MEDIA SUPPORTED

BECKETT MEDIA accepts files delivered by email, ftp site (See sidebar for appropriate FTP server address) >>>> or by CD/DVD. BECKETT MEDIA 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.

FTP SERVER

<ftp.apg-media.com>

Title	Username	Password
Cottages & Bungalows	cottages_sales	cb_apg02874
Romantic Homes	romantic_sales	rh_apg42845
Victorian Homes	victorian_sales	vh_apg28573

DIGITAL IMAGES

Required file formats:

TIFF, EPS, JPEG, PDF with fonts Embedded (PDFX-1a recommended)

Required Resolutions:

Color files must be CMYK at a resolution of 300 dpi

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

(files set at lower resolutions, cannot be corrected by Beckett Media, and therefore Beckett Media takes no responsibility for how these files appear in print)

PROOF

In this increasingly digital world, sending paper proofs is not always practical. While a press ready color proof is always preferred for color files, laser proofs and Jpeg digital proofs however are acceptable. We do recommend that a proof be supplied for each file at 100% of size. For digital jpeg proofs, a low resolution file will suffice.

Please be aware that if no proof is furnished by the customer, BECKETT MEDIA will not be held responsible for ads printed incorrectly.

ACTIONPURSUITGAMESBOWANDARROWHUNTINGCOTTAGES&BUNGALOWSDIESELWORLDDRAGRACERDRIVEGUNWORLDKNIVESILLUSTRATEDROMANTICHOMESSTREETTRUCKSULTIMATEMMAVICTORIANHOMESYUMFORKIDSACTIONPURSUITGAMESBOWANDARROWHUNTINGCOTTAGES&BUNGALOWSDIESELWORLDDRAGRACERDRIVEGUNWORLDKNIVESILLUSTRATEDROMANTICHOMESSTREETTRUCKSULTIMATEMMAVICTORIANHOMESYUMFORKIDSACTIONPURSUITGAMESBOWANDARROWHUNTINGCOTTAGES&BUNGALOWSDIESELWORLDDRAGRACERDRIVEGUNWORLDKNIVESILLUSTRATEDACTIONPURSUITGAMESBOWANDARROWHUNTINGCOTTAGES&BUNGALOWSDIESELWORLDDRAGRACERDRIVEGUNWORLDKNIVESILLUSTRATEDROMANTICHOMES

Homes Group Ad Sizes and Specifications

Beckett Media 22840 Savi Ranch Parkway, Suite 200, Yorba Linda, CA 92887 (714) 200-1900 (800) 332-3330 • FAX (800) 249-7761

DIGITAL IMAGES

Required file formats:

TIFF, EPS, JPEG, PDF with fonts Embedded (**PDFX-1a recommended**)

Required Resolutions:

Color files must be CMYK at a resolution of 300 dpi

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

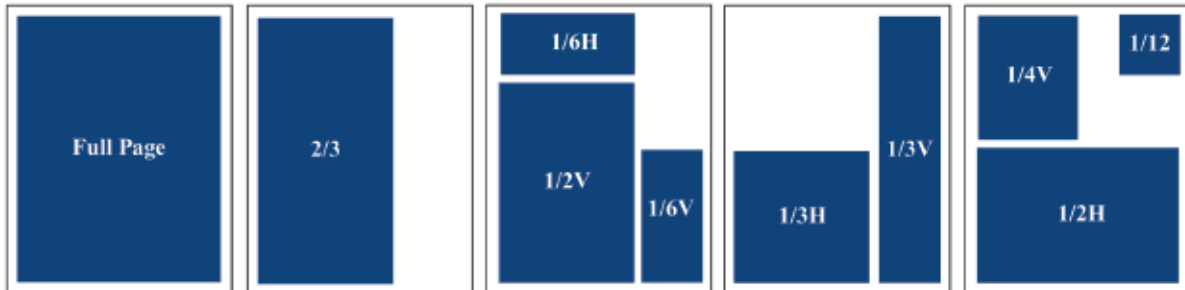
Total maximum dot density - 300

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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.

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COTTAGES & BUNGALOWS | ROMANTIC HOMES



STANDARD UNITS WIDTH AND HEIGHT

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Full page (live area) *	7-1/8" x 9-3/4"
2/3 page (vertical)	4-5/8" x 10"
1/2 page (horizontal)	7-1/8" x 4-7/8"
1/2 page (vertical)	4-5/8" x 7-1/2"
1/3 page (horizontal)	4-5/8" x 4-7/8"
1/3 page (vertical)	2-1/4" x 10"
1/4 page (vertical)	3-3/8" x 4-7/8"
1/6 page (horizontal)	4-5/8" x 2-3/8"
1/6 page (vertical)	2-1/4" x 4-7/8"
1/12 page (square)	2-1/4" x 2-3/8"
1/9 Event Ad	2-3/8" x 3.125"
1/18 Directory Ad	2-1/4" x 1"

MAGAZINE TRIM: 8" x 10-7/8"

Full page bleed (all 4 sides)

8-1/4" x 11-1/8"

Full page non-bleed spread

15-1/8" x 10"

Full bleed spread (all 4 sides)

16-1/8" x 11-1/8"

(*keep live matter centered to 15-1/8" x 10")

Half page bleed (including bleed)

8" x 5-1/4"

*Live Area: All text and images not intended to bleed, must be kept 1/4" from trim.

Cottages & Bungalows 2013 Editorial Calendar



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. Learn the hottest trends in design and craftsmanship, and expert how-to's for remodeling, home maintenance and renovation. Find the latest style ideas and DIY projects to refresh and update your décor.

JANUARY ad close: 10/16/13 | on sale: 12/10/13

ORGANIZE!

- Get the fresh cottage look with simple, stunning décor.
- Clean and clutter-free: Products, decorating ideas and simple tricks to maximize your space.
- Home-office solutions: How to create a chic and efficient workspace.
- Mudroom makeovers: Smart, stylish spaces that keep your home clean and organized.

FEBRUARY / MARCH ad close: 11/20/13 | on sale: 01/14/14

BEDROOM SPECIAL

- Create your personal hideaway with the best linens, furnishings, accessories and more.
- Bedroom bliss: Inspiring bedrooms, large and small.
- Crafty closets: How to organize your storage and create extra space.
- Plan your dream cottage: A special guide to hardware, flooring, fixtures, paint and all the elements to give your home a cottage look.

APRIL ad close: 12/19/12 | on sale: 02/12/13

COTTAGE GARDENS & CURB APPEAL

- Spruce up your home with expert tips on creating the best home on the block with paint, landscaping and more.
- Welcome guests with outdoor hospitality.
- Indoor/outdoor living with style: Create your dream garden with the best plants, furnishings and accessories.

MAY ad close: 01/23/13 | on sale: 03/19/13

THE COLOR ISSUE!

- Step-by-step color coaching.
- Don't hire a painter! Easy color makeovers you can do yourself.
- Paint your way to a new look: Easy, no-fail ways to wake up your furniture.
- Cottage color palettes.

JUNE ad close: 02/27/13 | on sale: 04/23/13

FLEA-MARKET STYLE

- Get the vintage-cottage look with retro gems and antique treasures.
- Restyle your finds: How to decorate with and repurpose your flea-market finds.
- Salvage decorating: Junking with the pros and scoring the best deals.
- Kitchen gardens: Grow beautiful and useful spaces, inside and out.

JULY / AUGUST ad close: 04/03/13 | on sale: 05/8/13

FROM BLAND TO BEAUTIFUL

- Easy ways to refresh your rooms.
- Quick Mini Makeovers: Update your style on any budget.
- The power of paint: Quick fixes for problem spaces.
- Décor crafts you can do in a weekend.

SEPTEMBER ad close: 05/29/13 | on sale: 07/23/13

THE KITCHENS ISSUE

- Get your dream kitchen on a budget.
- Amazing before-and-afters: New looks with paint, trim, hardware and simple details.
- Island Style: Easy ways to add function with a simple islands.
- Simple storage solutions.

OCTOBER ad close: 07/03/13 | on sale: 08/27/13

HALLOWEEN SPECIAL

- Spooky porches and creepy crafts.
- Perfect pumpkins: Creative no-carve looks.
- Simple, elegant ways to add a touch of the eerie with accessories, collectibles and easy crafts.
- Halloween party: fun tabletop, décor and menu ideas.

NOVEMBER ad close: 08/07/13 | on sale: 10/01/13

THE FALL COTTAGE

- The best colors and accessories for autumn.
- Festive fall gatherings: Easy, natural seasonal tablescapes.
- Decorate a fall mantel with branches, berries, crafts and more.
- Harvest elegance: Inspiring homes with farmhouse appeal.

DECEMBER ad close: 09/11/13 | on sale: 10/05/13

COTTAGE CHRISTMAS

- Merry & Bright: Fresh Christmas cottage looks with accessories, crafts and more.
- Magnificent trees for every style and space.
- Small and festive: Decorating ideas on a budget with vintage finds and easy DIY crafts.
- Twists on tradition: Fresh colors, unique trees, wreaths and mantels.

* Note: Editorial schedule subject to change.

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