

Well Styled Home

Flea Market Décor

Celebrating
our 2nd
Year

MEDIA KIT 2013

Market Demographics: Advertising Rates & Specs | Advertising Closing Dates



2013 Production Schedule

Issue	Ad Close	Materials Due	On Sale Date
Spring	11/28/12	12/06/12	01/22/13
Summer	02/27/13	03/07/13	04/23/13
Fall	05/29/13	06/06/13	07/23/13
Winter	08/28/13	09/05/13	10/22/13

•Dates subject to change

Rate Card

	1x	2x	3x	4x
Full Page	\$3,600	\$3,400	\$3,200	\$2,995
2/3 Page	3,000	2,750	2,500	2,300
1/2 Page	2,500	2,100	1,950	1,800
1/3 Page	1,895	1,750	1,595	1,350
1/4 Page	1,295	1,195	950	875
1/6 Page	1,100	1,000	895	750
1/12 Page	895	850	750	675
2 Page Spread	6,000	5,200	5,000	4,800
Cover 2	3,800	3,500	3,300	3,100
Cover 3	4,000	3,750	3,500	3,300
Cover 4	4,400	4,000	3,750	3,500



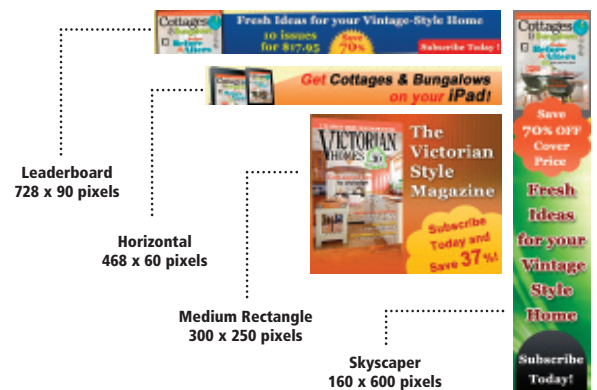
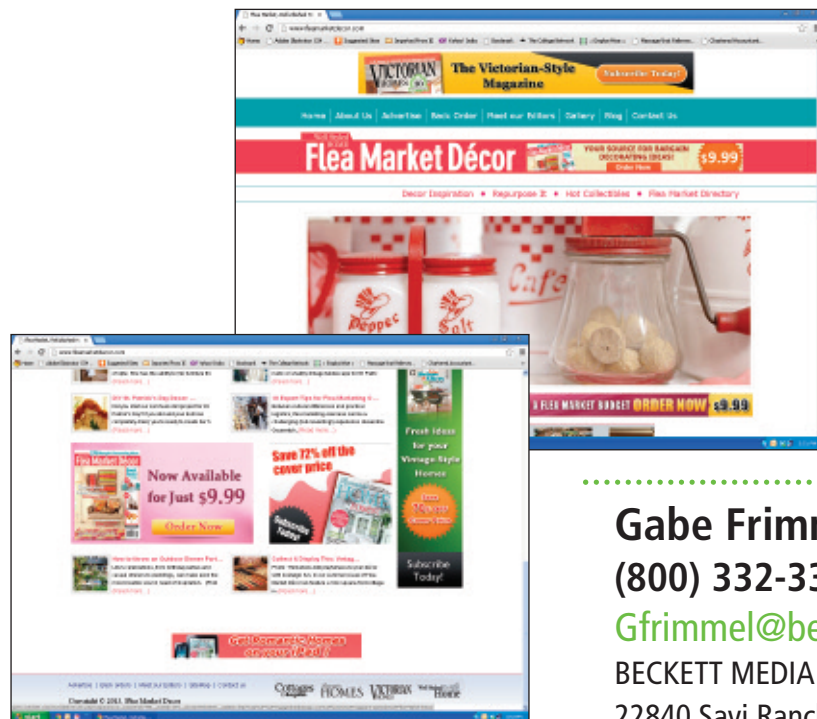
278 Bargain Decorating Ideas
Flea Market Décor
Repurpose Found Treasures
13 Easy ideas
25+ Inspiring spaces
 Discover your vintage style
 Insider tips that will get you the best price
 Extraordinary style from everyday items
 Slipcover secrets that refurbish your finds

Great finds! under \$100
 \$50
 \$25

Web 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

Four size options to suit your web site advertising needs.
 * Rates per month



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

2013 Editorial Calendar

SPRING ad close: 11/28/12 | on sale: 01/22/13

DISCOVER YOUR VINTAGE STYLE ISSUE

- Get the Look: Shabby Chic, Mid-Century Modern, Cottage, Industrial & More!
- Vintage Home Office: Step-by-Step Design Guide
- Frame It! Turn Silhouettes & Other Flea Market Finds into Inexpensive Art Masterpieces & Stunning Displays [framing supplies, frames, matting, glass, stores that frame for you like Michael's, hardware]
- 43 Ways to Transform Clutter into Cool Collectibles Displays
- Throw a Vintage Valentine's Party
- Collect This! Depression Glass, French Torchons
- Go "Glamping" in a Retro Trailer

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

THRILL OF THE HUNT ISSUE

- BONUS DIRECTORY: The Best Flea Markets in America
- DIY Garden Getaways from Salvage
- Pros Reveal How to Snag Yard Sale Treasures
- Vintage Cowgirl Garden Party
- Americana Collectibles You'll Adore

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

REPURPOSE & RESTYLE ISSUE

- From Junk to Gem: Amazing Before & Afters [sanding and prep products, paint, stain, hardware, fabric, glue]
- Repurpose Source Guide: Choose Your Tools, Fabrics & Finishes with Confidence
- Editor's Picks: Prettiest Color Palettes for Showing Off Your Vintage Treasures [paint]
- Festive Fall Tablescapes from Flea Market Finds
- BONUS DIRECTORY: The Best Secondhand Shops Across the 50 States

WINTER ad close: 08/28/13 | on sale: 10/22/13

HOLIDAY ISSUE

- Editor's Picks: The Hottest Holiday Collectibles
- 31 Clever Vintage Crafts
- Editor's Picks: Best Online Sources for Vintage Treasures
- 5 Holiday Parties With Unbeatable Vintage Vibe
- Experts Dish On Top Collecting Trends for 2014: What's Hot, What's Not, What's Here to Stay

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Meet The Flea Market Décor Reader

- Get She is a Shopper
- Dedicated to Finding Unique Items
- From Collectibles to Antiques
- She Loves Vintage Style,
- Turning Junk into Treasures
- Rustic, Trendy, New & Old Mixed Together
- Each Room has its Own Style
- She is a Décor Enthusiast

Magazine Ad Sizes and Specifications

MECHINICAL REQUIREMENTS

Printing: Web Offset
Binding: Perfect Bound
Trim Size: 8" x 10.875"

MATERIAL REQUIREMENTS

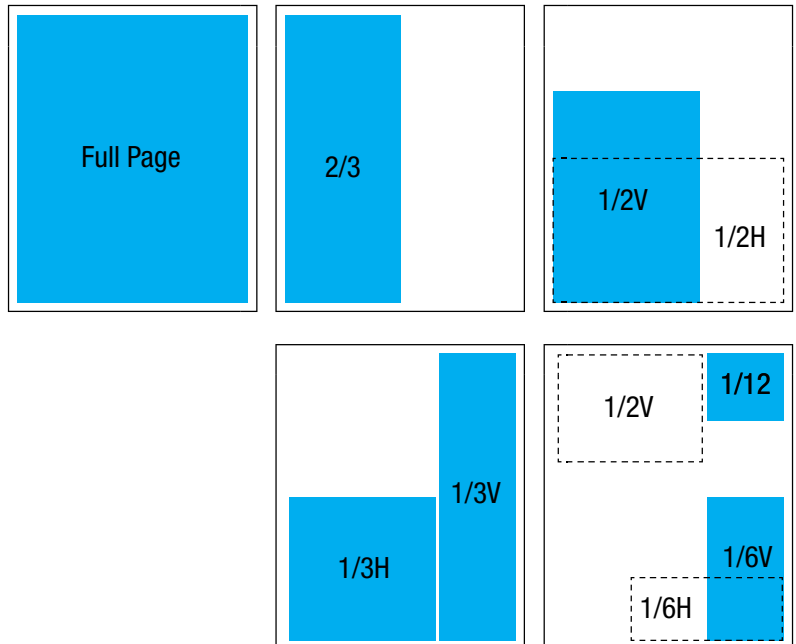
Digital Files (Please see "Digital Advertising Specifications")
 Total maximum dot densities - 180% for 2 colors, 280% for 4 colors.

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** y 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 ad 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"

Full Page bleed (all sides)
 8.25" x 11.125"

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")

Digital Advertising Specifications

SOFTWARE SUPPORTED

BECKETT MEDIA LLC can accept electronic files created in Quark Xpress upto 9, Adobe Illustrator and Photoshop up to CS5. All jobs must be supplied with all fonts resident in the files, including fonts embadded 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 (PDFX-1a recommended)

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 process the job.*