

# Romantic 10 SIMPLE WAYS TO DECORATE A ROMANTIC ROOM

# HOMES

CASUAL  
ELEGANCE,  
PERSONAL  
STYLE

CELEBRATING OUR  
**26**th Year



**2013  
MEDIA KIT**

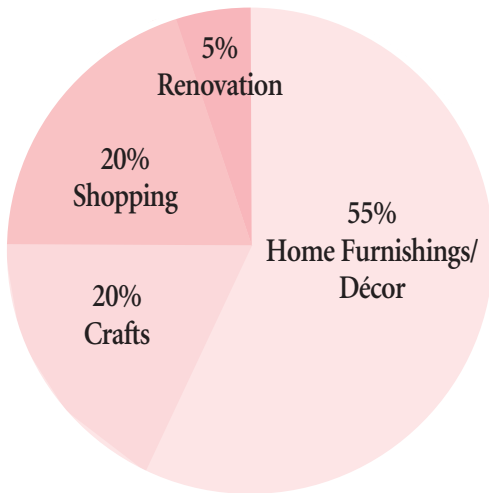
- MARKET  
DEMOGRAPHICS**
- Advertising Rates & Specs
  - Advertising Closing Dates

## Casual Elegance, Personal Style

### Mission Statement

*Romantic Homes* provides readers with ideas and inspiring photographs to help them create the home and lifestyle to which they aspire. The magazine features house tours, home-décor shops, product spotlights, entertaining and craft ideas, and the latest decorating trends. *Romantic Homes* is an escape for readers who live the romantic lifestyle.

### Editorial



### Meet the Romantic Homes Reader

- 99% Women
- Median Age is 42
- Median Household Income is \$108,877
- 77% Married

### She is a shopper and has bought the following in the last 12 months:

- 39.4% purchased bathroom or kitchen fixtures
- 9.3% purchased windows
- 21.5% purchased flooring
- 19.5% purchased furniture
- 54.8% purchased paint
- 37% purchased lighting fixtures
- 89.6% purchased bedding/linens
- 46.1% purchased garden products



# 2013-2014 Production Schedule

Issue	Ad Close	Materials Due	On Sale Date
January	10/24/12	11/01/12	12/18/12
February	11/21/12	11/29/12	01/15/13
March	12/19/12	12/27/12	02/12/13
April	01/16/13	01/24/13	03/12/13
May	02/13/13	02/21/13	04/09/13
June	03/20/13	03/28/13	05/14/13
July	04/17/13	04/25/13	06/11/13
August	05/15/13	05/23/13	07/09/13
September	06/12/13	06/20/13	08/06/13
October	07/17/13	07/25/13	09/10/13
November	08/14/13	08/22/13	10/08/13
December	09/25/13	10/03/13	11/19/13
January 2014	10/23/13	10/31/13	12/17/13
February 2014	11/20/13	12/17/13	01/14/14

•Dates subject to change

## Ad Rate Card

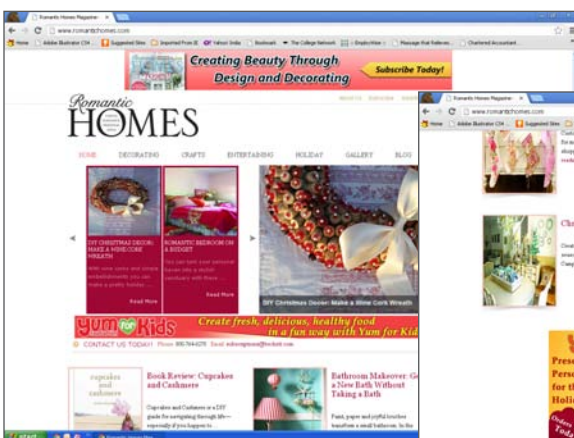
	1x	3x	6x	9x	12x
Full Page	\$3,600	\$3,200	\$2,750	\$2,500	\$2,195
2/3 Page	3,000	2,500	2,095	1,900	1,795
1/2 Page	2,500	1,950	1,750	1,595	1,395
1/3 Page	1,895	1,595	1,200	1,095	995
1/4 Page	1,295	950	795	750	695
1/6 Page	1,100	895	675	595	495
1/12 Page	895	750	595	495	395
2 Page Spread	6,000	5,000	4,700	4,300	4,200
Cover 2	3,800	3,300	2,800	2,600	2,500
Cover 3	4,000	3,500	3,000	2,800	2,700
Cover 4	4,400	3,750	3,300	3,200	3,100



## 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



www.romantichomes.com

Leaderboard  
728 x 90 Pixels



Horizontal  
468 x 60 Pixels

Medium Rectangle  
300 x 250 Pixels

Skyscraper  
160 x 600 Pixels



# Magazine Ad Sizes and Specifications

## MECHINICAL REQUIREMENTS

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

## MATERIAL REQUIREMENTS

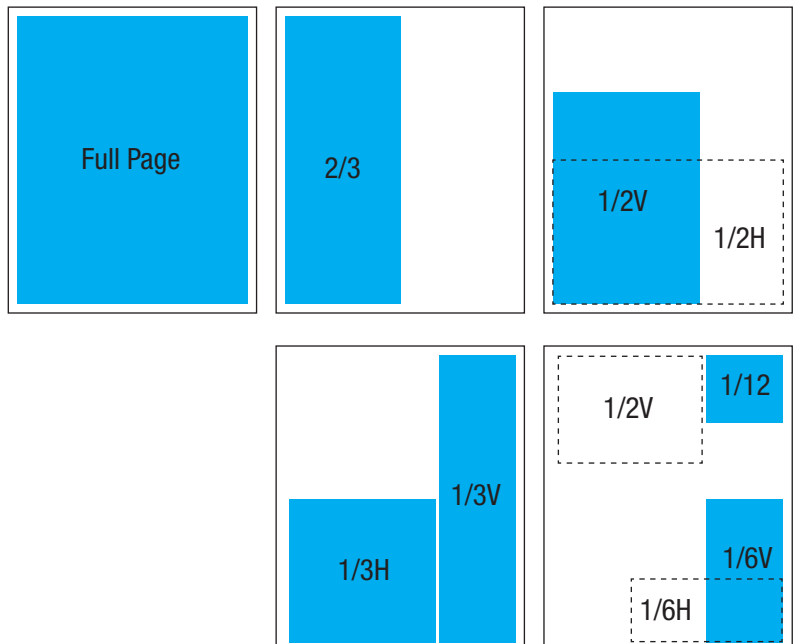
Digital Files (Please see "Digital Advertising Specifications")  
 Total maximum dot densities - 180% for 2 colors, 280% for 4 colors.

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* will supply a price quite 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 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.

## Romantic Homes 2013 Editorial Calendar



### IN EVERY ISSUE:

- Make It—Craft or sewing project
- Browsing—Shopping ideas
- Shopkeeping—Inspirational stores across the country, top 10 sellers, tips on how to get into the business
- So Pretty—Design tips on why a room works
- Site Seeing—Web sites and blogs that we think are pretty special
- Be Here Now—Design direction on how to achieve the look of a styled room
- Fabrics, wallcoverings, fine furnishings, collectibles, entertaining ideas, beautiful homes

(Note: Editorial content is subject to change.)

### JANUARY ad close: 10/23/13 | on sale: 12/17/13 BEDROOMS & BATHS

- 5 bedrooms/5 looks
- Simple steps to a beautiful bathroom
- Warm up your home with easy accents

### FEBRUARY ad close: 11/20/13 | on sale: 01/14/14 VALENTINE'S DAY

- "The Romantics" annual round-up. We select women who embody the romantic lifestyle
- Top artisans, entrepreneurs and style mavens
- Create a Valentine's Day party with festive accessories and sweets
- Romantic homes with vintage finds

### MARCH ad close: 12/19/12 | on sale: 02/12/13 ROMANTIC COTTAGE

- Charming hideaways that are easy to do
- A green cottage with tons of charm: going eco is soothing
- Best in bathrooms: color, fixtures, hardware, tile, accents
- Definitive tea guide: best in teas, such as healthy, dessert, decaf, different accessories and grades of tea.

### APRIL ad close: 01/16/13 | on sale: 03/12/13 FRENCH STYLE

- Easy ways to bring international flair into your abode
- Hosting a flavorful, beautiful gathering
- How to create an elegant space despite size/space with paint, texture and accessories

### MAY ad close: 02/13/13 | on sale: 04/09/13 PINK ROOMS/ROMANTIC STYLE

- Pink rooms: kitchens, dining, bedrooms—how pink is not just for a little girl's room
- A romantic camper

### JUNE ad close: 03/20/13 | on sale: 05/14/13 THE ROSES ISSUE

- Entertaining outdoors special: tabletops, guests, picnics. 10+ pages devoted to summer soirees
- Tablescape Bonus Section: Ultimate guide to dishes, textiles, food
- Gardens, accessories, floral arrangement—everything is coming up roses
- Plus how to grow the five most romantic flowers: peonies, hydrangeas, gardenia, lilies and violets
- Tips for an outdoor setting
- Beautiful spaces that are light and bright
- Tea celebrations

### JULY ad close: 04/17/13 | on sale: 06/11/13 COLOR PALETTES

- Summer looks: Design your spaces for the season with little effort
- Rooms with the hottest color combos
- Hampton home style
- Romantic getaway travel ideas

### AUGUST ad close: 05/15/13 | on sale: 07/09/13 SPECIAL FLEA MARKET ISSUE

- Annual flea-market guide of best romantic-style flea markets in the US
- How to live with heirlooms and keepsakes
- Top 10 collectibles
- A variety of ways to display a collection
- Green style: Use what you have!
- Tips on how to have a successful garage sale

### SEPTEMBER ad close: 06/12/13 | on sale: 08/06/13 THE KITCHEN CHARM ISSUE

- 20 tips to make your home cozy and inviting for the new season
- A Room of Your Own: Creating a space that's all about you

### OCTOBER ad close: 07/17/13 | on sale: 09/10/13 SHABBY ELEGANCE

- Fall decorating/Setting the bountiful table with autumn's pastels
- Tableware, gifts & accessories
- Lighting the romantic way

### NOVEMBER ad close: 08/14/13 | on sale: 10/08/13 HOLIDAY DECORATING ISSUE

- Unforgettable decorating styles with simple materials and decorations
- Innovative color choices, accessories and menu ideas for your holiday entertaining
- Special 16-page Christmas section: Ideas and tips you'll use

### DECEMBER ad close: 09/25/13 | on sale: 11/09/13 HOLIDAY

- An elegant Shabby Chic Christmas home
- Entertaining for the holidays: pretty and easy
- Annual gift guide: under \$50

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