

# VICTORIAN HOMES<sup>®</sup>



## **MEDIA KIT 2013** MARKET DEMOGRAPHICS

Advertising Rates & Specs | Advertising Closing Dates

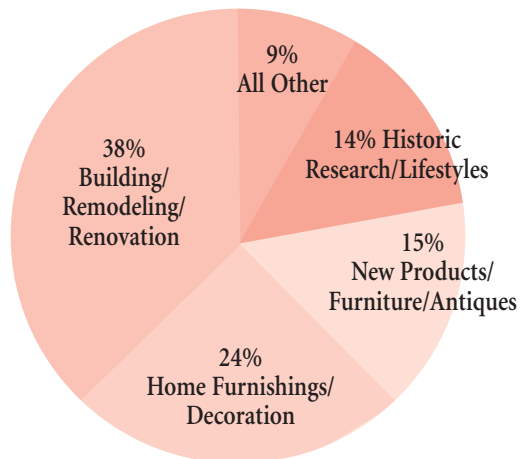


## The Magazine of Victorian Style

### Mission Statement

*Victorian Homes* is a quarterly publication that focuses on the history, restoration, decoration and building of Victorian homes. The magazine provides readers with authentic information on architecture, furniture, interior design, textiles, lighting, hardware, appliances and accessories. A renovation journal filled with inspiration, *Victorian Homes* has a dedicated and passionate readership.

### Editorial



### Meet the *Victorian Homes* Reader

- 80% Women
- 92% own their own home
- 69% have a Victorian home built between 1850-1905
- 83% plan to renovate or redecorate
- 30% new Victorian builder/owner
- 9% plan to build a new Victorian home in the next 3 years
- 15% are in the trade (building, architects, designers, museums)

### Our readers plan purchasing in the next 12 months:

- 56% paint & stains
- 47% wallpaper/wallcoverings
- 45% window treatments
- 36% floor coverings
- 36% wood products
- 32% lighting
- 17% windows
- 17% roofing
- 36% bathroom/kitchen hardware

### In the next 12 months, they plan on renovating/decorating...

- 45% yard
- 35% bathroom
- 29% exterior
- 27% porch
- 27% kitchen
- 13% heating/cooling system

# 2013 Production Schedule

Issue	Ad Close	Materials Due	On Sale Date
Spring	12/12/12	12/20/12	02/05/13
Summer	03/13/13	03/21/13	05/07/13
Fall	06/12/13	06/20/13	08/06/13
Winter	09/11/13	09/19/13	11/05/13

\*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



## 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

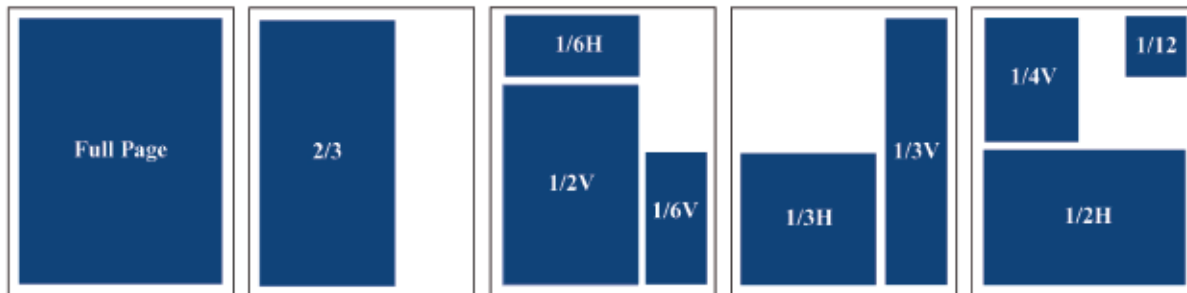
Black & White files must be Grayscale at a resolution of 266 dpi

Total maximum dot density - 300

(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)

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 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.

## VICTORIAN HOMES



### STANDARD UNITS WIDTH AND HEIGHT

STANDARD UNITS	WIDTH AND HEIGHT
Full page (live area) *	7" x 9-3/4"
2/3 page (vertical)	4-1/2" x 9-5/8"
1/2 page (horizontal)	6-3/4" x 4-3/4"
1/2 page (vertical)	4-1/2" x 7-1/4"
1/3 page (horizontal)	4-1/2" x 4-3/4"
1/3 page (vertical)	2-1/8" x 9-5/8"
1/4 page (vertical)	3-1/4" x 4-3/4"
1/6 page (vertical)	2-1/8" x 4-3/4"
1/6 page (horizontal)	4-1/2" x 2-1/4"
1/12 page (square)	2-1/8" x 2-1/4"
1/18 Directory Ad	2-1/4" x 1"

### MAGAZINE TRIM: 7-3/4" x 10-1/2"

**Full page bleed** (all 4 sides)  
8" x 10-3/4"

**Non-bleed spread**  
14-3/4" x 9-3/4"

**Full bleed spread** (all 4 sides)  
15-3/4" x 10-3/4"  
(\*keep live matter centered to 14-3/4" x 9-3/4")

**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.

## 2013 Editorial Calendar

### IN EVERY ISSUE:

- Remarkable Victorian-era homes and period-accurate new construction
- Expert how-tos for restoration and home maintenance
- Victorian-era décor, furnishings and collectibles
- Period-style entertaining
- Fresh ideas for enjoying and decorating your Victorian home
- Tips for curb appeal, beautiful gardens and best exterior products
- Historic paint and color guidance
- Enthusiast destinations, events and historic communities

**SPRING** ad close: 12/12/12 | on sale: 02/05/13

### THE BED & BATH SPECIAL:

#### CREATE RESTFUL SPACES WITH PAINT, WALLPAPER AND FABRIC

- Buyer's Guide: Period bathroom fixtures, flooring and hardware
- Spotlight on "Downton Abbey" style
- Fresh ideas for collectibles displays
- Spring tea parties – indoors and out!

**SUMMER** ad close: 03/13/13 | on sale: 05/07/13

### THE KITCHEN ISSUE: VICTORIAN CHARM, MODERN CONVENIENCE

- Buyer's Guide: Period kitchen appliances, fixtures, flooring and hardware
- Authentic, easy-care Victorian plants — for indoors and in the garden
- B&Bs and travel — Great places to indulge in Victoriana and find decorating inspiration

**FALL** ad close: 06/12/13 | on sale: 08/06/13

### THE BRITISH ISSUE: BEST DÉCOR IDEAS FROM ACROSS THE POND

- Top 10 Victorian flea-market finds
- 27 bright ideas for Victorian vintage décor
- Your guide to the best color palettes for Victorian décor
- Historic haunts

**WINTER** ad close: 09/11/13 | on sale: 11/05/13

### HOLIDAY DECORATING ISSUE

- Gorgeous holiday decorating ideas
- Christmas Collectibles: ornaments, cards, china
- The festive Victorian-inspired table
- Focus on furnishings and Victorian-style gifts

\* Note: Editorial calendar subject to change.

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