

DESIGN

THE
MAGAZINE
OF SPLENDID
HOMES
AND GARDENS

NEW ENGLAND



MEDIA KIT
2017

INTERIOR DESIGN COLOR THEORY BOSTON • PHOTOGRAPH MICHAEL J. LEE • SEPTEMBER/OCTOBER 2016



our mission

With engaged text and beautiful photography, each issue of *Design New England* inspires and informs our readers by presenting the best in interior design, architecture, landscape design, products, materials, and techniques. We highlight the design professionals behind the stunning projects we feature and explain how they help make their clients' dreams a reality. Our coverage includes renovations and new construction in a wide range of styles, from contemporary to traditional to eclectic, in locations all over New England. Our goal is to educate readers and bring awareness of the value of design in their everyday lives.

RECURRING EDITORIAL THEMES

KITCHENS + BATHS, GARDEN MYSTIQUE, INSIDE OUT, GETAWAY HOUSES, RENOVATIONS, THE GRACIOUS HOME

AWARD WINNING CONTENT

Since *Design New England* launched in 2006, the magazine has been recognized for excellence winning 17 national awards for its editorial content and graphic design.



Garden Writers Association
2014, 2013 Silver Awards



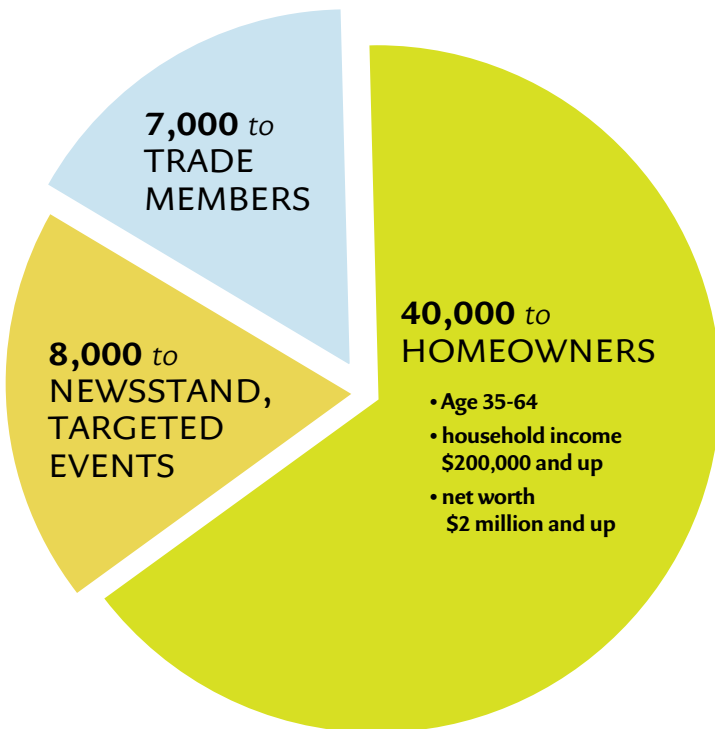
Best Design Magazine
2015, 2014, 2012,
2011, 2010, 2009

ARCHITECTURE MOSKOW LINN ARCHITECTS • PHOTOGRAPH PETER VANDERWARKER • JULY/AUGUST 2016



the power of audience

RATE BASE 55,000 | 6 issues/year



Of DNE readers...

- 37%** live in homes valued at **\$1 million+**
- 73%** live in homes valued at **\$750,000+**
- 25%** live in homes valued between **\$500,000** and **\$750,000**
- 63%** hold a **post-graduate degree**
- 53%** own a **luxury car**

-
- 70%** have a home project planned
 - 34%** are planning a kitchen/bath remodeling project
 - 52%** are planning to landscape
 - 15%** plan to purchase/build a second or new home
 - 15%** are planning an addition
 - 34%** will hire a landscape designer
 - 26%** will hire a custom builder
 - 26%** will hire a kitchen/bath designer
 - 25%** will hire an interior designer
 - 16%** will hire an architect
 - 9%** will hire a lighting designer
 - 65%** spend up to 30 minutes with the magazine
 - 66%** are likely to use design ideas in the magazine
 - 38%** keep the magazine for 5+ weeks
 - 62%** are likely to buy or recommend something in the magazine
 - 88%** view the advertisements in the magazine
 - 74%** take action after seeing an ad in the magazine

Source: 2014 Reader Research Study

online

Design New England is also published online at designnewengland.com and on mobile devices through iPad, iPhone, and Droid apps. Digital editions feature exclusive online-only content, including videos and bonus photographs. All website URLs are live and clickable on digital editions.

designnewengland.com

DESIGN
NEW ENGLAND

INTERIOR DESIGN LISA THARP DESIGN • PHOTOGRAPH MICHAEL J. LEE • MARCH/APRIL 2016



2017 ADVERTISING RATES*

AD SIZE	RATES		
	1x	4x	6x
FULL PAGE	\$5,495	4,495	4,245
2/3 PAGE VERTICAL	\$4,895	3,995	3,745
1/2 PAGE HORIZONTAL	\$3,895	3,095	2,945
1/3 PAGE VERTICAL**/SQUARE	\$2,595	2,195	2,095
	2x	3x	
FULL SPREAD	\$8,200	7,700	

*RATES PROVIDED ARE NET **1/3 PAGE VERTICAL POSITIONS ARE LIMITED

PREMIUM POSITIONS

BACK COVER	earned rate + 35%
INSIDE FRONT COVER	earned rate + 30%
INSIDE BACK COVER	earned rate + 25%
FIRST 25% OF BOOK	earned rate + 20%
GATEFOLD UNIT	see advertising representative

40,000 to HOMEOWNERS

8,000 to NEWSSTAND, TARGETED EVENTS

7,000 to TRADE MEMBERS

RATE BASE 55,000 | 6 issues/year

Design New England delivers

- exclusive access to event sponsorship opportunities
- bonus distribution programs
- enhanced digital opportunities
- b-to-b marketing opportunities
- networking events

ALL PRINT ADVERTISERS RECEIVE

- clickable listing on Find A Professional page on designnewengland.com
- clickable ad on digital editions of the magazine, including desktop and mobile apps (iPad, iPhone, Droid)
- brand and website listing in magazine's Ad Index

PLUS All ads and listings in digital editions remain in archives online beyond on sale date of issue.

FOR MORE INFORMATION

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 617.929.2146

2017 outlook



january/ february

Kitchens + Baths
Where spectacular form follows high function

AD SPACE DEADLINE

11/28

AD MATERIALS DUE

12/5

IN HOMES WEEK OF

1/2

march/april

Garden Mystique
Beautiful landscapes and the houses they enhance

AD SPACE DEADLINE

1/30

AD MATERIALS DUE

2/6

IN HOMES WEEK OF

2/27

may/june

Inside Out
Designs that welcome summer

AD SPACE DEADLINE

4/3

AD MATERIALS DUE

4/10

IN HOMES WEEK OF

5/1

july/august

Getaway Houses
Vacation homes in the region's most spectacular settings

AD SPACE DEADLINE

5/30

AD MATERIALS DUE

6/5

IN HOMES WEEK OF

6/26

september/ october

Renovations
Respect the old, embrace the new with fabulous updates

AD SPACE DEADLINE

7/31

AD MATERIALS DUE

8/7

IN HOME WEEK OF

9/5

november/ december

The Gracious Home
Creating homes for comfort, style, and entertaining

AD SPACE DEADLINE

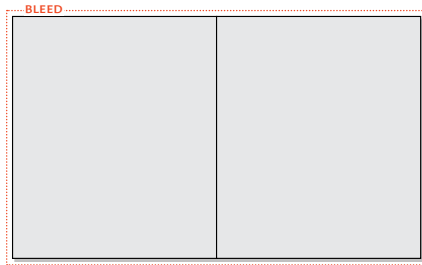
10/2

MATERIALS CLOSING

10/9

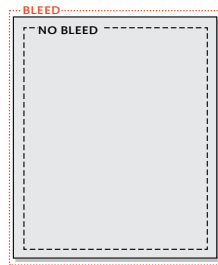
IN HOMES WEEK OF

11/6



FULL SPREAD
18.25" w x 11.125" h

GATEFOLD
See advertising representative.

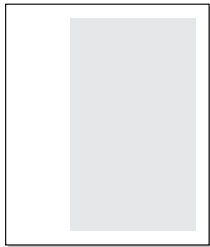


FULL PAGE, BLEED
9.25" w x 11.125" h

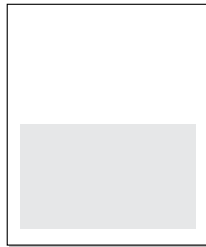
includes 1/8" bleed.
Allow 1/4" inch safety from trim for text.

NO BLEED
8" w x 9.875" h

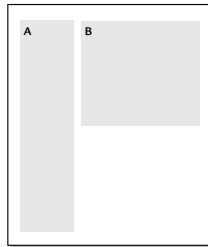
Fractionals



2/3 VERTICAL
5.2" w x 9.875" h



1/2 HORIZONTAL
8" w x 4.75" h



1/3 VERTICAL [A]
2.5" w x 9.875" h
1/3 SQUARE [B]
5.2" w x 4.75" h

Magazine Trim Size 9" x 10.875"

PROOF REQUIREMENTS

Ads received without a SWOP compliant color proof cannot be guaranteed accurate color reproduction. Laser and inkjet proofs are not acceptable for color matching.

- Preferred proof is Epson, running color managed SWOP 3 profiles, on type 3 substrate
- All proofs should have clear identification of the type of proof it is and the name, address, and phone number of the sender/pre-press service provider
- All proofs must include the IDEAlliance Color Control Bar. To download color strip go to hot downloads at : <http://idealliance.org>

REQUIREMENTS FOR PRINT-READY SUBMISSIONS

All ad submissions must be PDF/X-1a files uploaded to our ad portal (see File Transfer Instructions.)

When creating a PDF/X-1a file:

- All fonts MUST be embedded.
- The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).
- No files with PMS colors will be accepted without prior notification. Otherwise, all PMS colors MUST be converted to CMYK.
- Maximum ink density: 300 total
- Resolution: 300 dpi

FILE TRANSFER INSTRUCTIONS:

1. Go to www.bcgconnection.com
2. Select "DNE Advertising"
3. Click to continue if specs are correct
4. Provide contact info as prompted
5. Upload files
6. **Please note:** Soft proofs will be sent post-upload as a courtesy. All materials are assumed approved as uploaded unless otherwise notified.
7. Please direct questions to madeline.tiede@globe.com

STANDARDS

Advertisements that, in the judgment of the publisher, are not readily identifiable as such will be labeled "Advertisement." Publisher will make every effort to comply with position requests but will not be held responsible for failure to place ads in requested positions.

DESIGN *is* Traditional



1, 4. ARCHITECTURE + INTERIOR DESIGN Judd Brown Design & Jefferson Group Architects. July/August 2015. Photos by Nat Rea. **2. ARCHITECTURE** Elliott + Elliott Architecture. January/February 2015. Photo by Trent Bell. **3. INTERIOR DESIGN** Terrat Elms. September/October 2014. Photo by Michael J. Lee. **5. INTERIOR DESIGN** F.D. Hodge Interiors. November/December 2014. Photo by Michael J. Lee. **6. ARCHITECTURE** Ramsay Gourd Architects. September/October 2015. Photo by Greg Premru. **7. DESIGN** Siemasko + Verbridge. May/June 2015. Photo by Michael J. Lee.

DESIGN *is Modern*



1



2



3



4



5



6

1. LANDSCAPE Wagner Hodgson Landscape Architecture. September/October 2014. Photo by Jim Westphalen. **2. INTERIORS** Eleven Interiors. September/October 2015. Photo by Michael J. Lee. **3. INTERIOR DESIGN** Liz Caan Interiors. September/October 2015. Photo by Eric Roth. **4. ARCHITECTURE** Jill Neubauer Architects. INTERIOR DESIGN Forehand + Lake. July/August 2015. Photo by Durston Saylor. **5. ARCHITECTURE** FRAME Architects. May/June 2015. Photo by Jim Westphalen. **6. ARCHITECTURE + INTERIOR DESIGN** Carol A. Wilson Architect. November/December 2014. Photo by Trent Bell.

As a subscriber to *Design New England*, I find myself practically running to my mailbox, just hoping for the next issue to arrive. As a frequent advertiser, I am consistently impressed with the impeccable service and honest attention I receive from everyone on your team. Every person has been professional, friendly, reliable, and flexible ... attributes I believe contribute to the success of our collaborations. Thank you so very much for all that you and your team have done to help me build and promote my practice, and for continuously reinforcing the importance of residential landscape architecture here in New England!

— MATTHEW CUNNINGHAM
MATTHEW CUNNINGHAM LANDSCAPE DESIGN

In just three months, we have seen a return on our investment. The calls we received from our ad resulted in new business, especially in our target market. Thank you, *Design New England* magazine, for helping us grow our business!

— CHRIS YERKES
PRESIDENT, CEDARWORKS, INC.

Design New England magazine and its team have been a valuable partner for our growth and marketing efforts. The magazine exhibits the same craft and design quality to which we aspire with our work and which we believe attracts the same valuable clients.

— ANDREW SIDFORD
ANDREW SIDFORD ARCHITECTS

FBN's relationship goes back many years now. As the magazine's influence has grown in our marketplace so have we. The team at *DNE* has always been helpful and creative in meeting our needs and goals when it comes to outreach and visibility. Thank you all at *Design New England*.

— BOB ERNST
FBN CONSTRUCTION

Design New England listened to our goals and created a program that fit perfectly into our marketing plan and delivered results. The Design Salon co-hosted by *Design New England* was an opportunity to showcase California Closets flagship Brighton showroom after a floor-to-ceiling overhaul of the 4,500-square-foot retail space and re-introduce our brand, new products, and new business opportunities to the trade.

In 2014 California Closets New England grew by 30% thanks in large part to the launch of our Trade Partner Program, which was announced at the well-attended Salon.

— LAURA STAFFORD
MARKETING AND SHOWROOM DISPLAY MANAGER,
CALIFORNIA CLOSETS