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.

- **FOLIO EDDIE GOLD**
- **FOLIO EDDIE SILVER**
  - 2010, 2009
- **FOLIO EDDIE BRONZE**
  - 2011
- **FOLIO OZZIE SILVER**
  - 2011, 2010

Garden Writers Association
- **Silver Awards**
  - 2014, 2013

NAREE
- **Best Design Magazine**
THE POWER OF AUDIENCE

Of DNE readers...

73% live in homes valued at $750,000+
37% live in homes valued at $1 million+
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
2018 ADVERTISING RATES*

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1x</th>
<th>4x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$5,495</td>
<td>4,495</td>
<td>4,245</td>
</tr>
<tr>
<td>2/3 PAGE VERTICAL</td>
<td>$4,895</td>
<td>3,995</td>
<td>3,745</td>
</tr>
<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>$3,895</td>
<td>3,095</td>
<td>2,945</td>
</tr>
<tr>
<td>1/3 PAGE VERTICAL**</td>
<td>$3,114</td>
<td>2,634</td>
<td>2,514</td>
</tr>
<tr>
<td>1/3 PAGE SQUARE</td>
<td>$2,595</td>
<td>2,195</td>
<td>2,095</td>
</tr>
<tr>
<td>2x FULL SPREAD</td>
<td>$8,200</td>
<td>7,700</td>
<td></td>
</tr>
<tr>
<td>3x FULL SPREAD</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

PREMIUM POSITIONS

<table>
<thead>
<tr>
<th></th>
<th>earned rate + 35%</th>
<th>earned rate + 30%</th>
<th>earned rate + 25%</th>
<th>earned rate + 20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>BACK COVER</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FIRST 25% OF BOOK</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GATEFOLD UNIT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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
Mary Philbin Kelly, Publisher
Mary.Kelly@globe.com
617.929.2146
<table>
<thead>
<tr>
<th>January/February</th>
<th>March/April</th>
<th>May/June</th>
<th>July/August</th>
<th>September/October</th>
<th>November/December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kitchens + Baths Where spectacular form follows high function</td>
<td>Hello Spring Beautiful landscapes and the houses they enhance</td>
<td>Inside Out Designs that welcome summer</td>
<td>Getaway Houses Vacation homes in the region’s most spectacular settings</td>
<td>Renovations Respect the old, embrace the new with fabulous updates</td>
<td>The Gracious Home Creating homes for comfort, style, and entertaining</td>
</tr>
</tbody>
</table>

**AD Space Deadline:**
- January/February: 11/27
- March/April: 4/2
- May/June: 5/28
- July/August: 8/6
- September/October: 10/1
- November/December: 10/8

**AD Materials Due:**
- January/February: 12/4
- March/April: 4/9
- May/June: 6/4
- July/August: 8/13
- September/October: 10/8
- November/December: 11/5

**In Homes Week Of:**
- January/February: 1/1
- March/April: 3/5
- May/June: 5/7
- July/August: 7/2
- September/October: 9/10
- November/December: 11/5
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](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](http://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.
EDITORIAL POINT OF VIEW

DESIGN is Traditional

1. 4. ARCHITECTURE + INTERIOR DESIGN
DESIGN is Modern

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

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

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.