

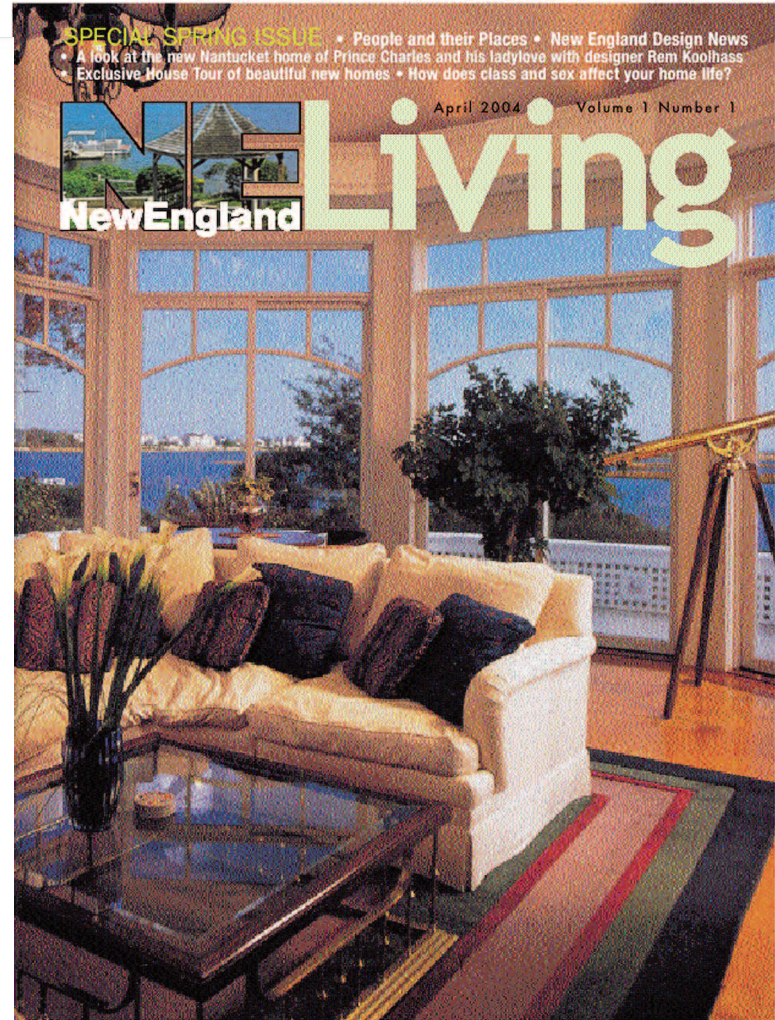
MAGAZINE MEDIA KIT

Media Kit 2004



Living

Great Homes,  
Inspiring Lifestyles.



For every magazine or newspaper available there are machinery and tools available to sell every issue, such as a Media Kit with comprehensive information, rates and dimensions included to better ease the sale of advertising space.



From Seacoast Homes of Cape Cod, the Islands and Maine, to Green and White Mountain Escapes, and from Golf Resort Homes to Back Bay Brownstones, New England Living champions New England tradition and innovation.



Living

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Media Kit 2004 **New England**



Living

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Inspiring Lifestyles.

A low budget for an essential vehicle to sell advertising space in a new magazine required a simple, no fuss design, which reflects the approach and style of the publication.



# Living

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### Looking to Hit Home with New England's Most Affluent Homeowners and Consumers?

#### NEW ENGLAND LIVING... The Media Buy You Can Make in 2004.

Welcome to NEW ENGLAND LIVING, our region's only architectural, home furnishings, and lifestyle magazine! This regional specialty magazine will reach New England's most affluent homeowners as well as their architects and designers.

#### 2 Issues in 2004 and 115,000 Reasons Why You'll Be At Home With New England Living!

NEW ENGLAND LIVING will publish two issues in 2004, in April and September, prime seasons for residential real estate, luxury home building, and custom home improvements. The publication will have a circulation of 115,000 - it will be direct mailed to 100,000 New England homeowners with home values of at least \$1,000,000, all New England AIA/BSA members, as well as all members of ASID (American Society of Interior Designers) in New England.

#### It's All About New England Living! From the Maine Coast to Nantucket, and from Boston to the Berkshires! The Finest Homes & Lifestyles That Inspire.

The editorial focus will be the finest New England homes in all their glory. Features articles will showcase homes of New England celebrities, cultural, professional and business leaders, and the architects and designers who create

their interiors. The publication will provide house tours of beautiful new homes in all of New England's diverse regions - Cape & Islands, City Homes Boston & Suburban Environs, Maine Coast, Upcountry (Green Mountains & White Mountains), Up Country Lakes Region, Rhode Island Coast, and Connecticut Coast, The Berkshires, suburban Boston, as well as unique homes and townhouses in Boston, Providence, Hartford, and other cities in New England. Regular departments will include: New England Design News, Insider Sources, Color Trends, Kitchens & Baths, Golf Resort Homes & Villas, Landscapes and Gardens, Books, Design Getaways, Architecture, Real Estate as Investment, Arts & Antiques, and People. Features will showcase new design talent, established professionals, profiles, surveys, and buying advice.

By inviting readers for an exclusive tour inside the homes of New England's elite, and by championing the New England traditions of understated elegance, creativity and innovation, the publication will appeal to like-minded readers, as well as providing a unique environment for luxury home furnishings marketers, and other luxury product and service companies trying to reach those readers.

#### NEW ENGLAND LIVING Will Celebrate the Spirit of New England Tradition and Innovation.

NEW ENGLAND LIVING will focus on the leading lights of the New England design scene and the homes and environments they create. We will showcase a hidden world of great style

and creativity. Award winning Design Times Editor Louis Postel plans to "turn up the heat" in this special niche publication with many more features in his new publication relating to elite lifestyles in New England. He will bring in all the trend-setters and gurus in home architecture and interior design including Bill Hodgins, Celeste Cooper, Bierly/Drake and many others.

#### We Invite You to Celebrate With Us!

The main benefit to our advertisers is that NEW ENGLAND LIVING will provide them an exciting, authoritative, environment while it reaches their customers and most targeted prospects. NEW ENGLAND LIVING will have a great regional sensibility and emotional connection...we be a well-informed friend and neighbor. It will feature beautiful, original photography and very useful resources, along with good practical advice. It will reveal a world of design within driving distance that remains hidden to most New Englanders today.

The market we are addressing is the need for home furnishings businesses in New England to connect on an intellectual and emotional level with active buyers, those who are decorating and renovating luxury properties. Creating this need is a rapidly expanding design market, a trend towards the security of the home, a desire for uniqueness, refinement and personal expression, greater travel and sophistication on the part of consumers, as well as new earned and inherited wealth.



# Living

## 2004 Resort, Regional & Local Rates

Rates are available to hotels, inns, retail, and other service businesses only that are based in New England.

### Four Color

|           | Spring/Summer Issue<br>Published April 2004 | Fall Issue<br>Published September 2004 | 2x Frequency Rates |
|-----------|---|--|--------------------|
| Full page | \$ 6,000                                    | \$ 6,000                               | \$ 11,000          |
| 2/3 page  | \$ 5,000                                    | \$ 5,000                               | \$ 9,500           |
| 1/2 page  | \$ 3,700                                    | \$ 3,700                               | \$ 6,900           |
| 1/3 page  | \$ 2,950                                    | \$ 2,950                               | \$ 5,500           |
| 1/6 page  | \$ 1,500                                    | \$ 1,500                               | \$ 2,700           |

### Black & White

|           |          |          |           |
|-----------|----------|----------|-----------|
| Full page | \$ 5,500 | \$ 5,500 | \$ 10,000 |
| 2/3 page  | \$ 4,600 | \$ 4,600 | \$ 8,500  |
| 1/2 page  | \$ 3,600 | \$ 3,600 | \$ 6,600  |
| 1/3 page  | \$ 2,700 | \$ 2,700 | \$ 5,000  |
| 1/6 page  | \$ 1,400 | \$ 1,400 | \$ 2,500  |

### Premium Positions

- Back cover + add 25%
  - Inside front cover + add 25%
  - Inside Back Cover and Other Guaranteed Premium Positions + add 15%
- Cover positions are available in four color only.

### Bleed

Earned rate plus 10%. Bleed available on full page ads only. No charge for gutter bleed on spreads

### Circulation/Distribution

115,000 circulation each issue guaranteed - Direct mailed to 100,000 homeowners with property values of plus full membership of AIA and ASID in New England; plus 10,000 distribution to selected newsstands

### Commissions & Discounts

- 15% to recognized advertising agencies
- 10% for prepayment with advertising insertion order

### Publication Schedule

|                    | Issue Date   | Space Close | Material Close |
|--------------------|--------------|-------------|----------------|
| Spring/Summer 2004 | April 20     | February 15 | March 1        |
| Fall/Winter 2004   | September 20 | July 15     | August         |

A simple grid, clear, legible typography and a colorful postage stamp-size color photo make this an appealing look for a vehicle whose function is purely informational.

