

WaterfrontTM home&design

waterfronthomeanddesign.com

CIRCULATION & AUDIENCE

Waterfront Home & Design reaches water enthusiasts and affluent homeowners in coastal zip codes and wealthy feeder markets including Pennsylvania, Delaware, New Jersey, Maryland, Washington DC, Virginia, North Carolina, South Carolina, Georgia, and Florida.

We deliver a unique and valuable readership of waterfront homeowners and affluent enthusiasts of luxury living. Our audience is regional and ideally targeted for those marketing a luxury lifestyle to high-income households in the Mid and South Atlantic states.



"Water is life's matter and matrix, mother and medium. There is no life without water."
—Albert Szent-Gyorgyi

100,000 CIRCULATION TO MID AND SOUTH ATLANTIC STATES

- ◆ 25,000 newsstand copies distributed via Time Warner Distribution Services
- ◆ 75,000 mailed to subscribers and affluent households in homes valued at \$1million +

PRESENCE THAT MATTERS:

High Home Values: \$1,000,000 homes in every oceanfront zip code

Major Newsstands: Barnes & Noble, Borders, Airports, Select Supermarkets

Industry Influence: Interior designers, architects, landscapers and community and custom builders

Additional Distribution: Home shows and luxury coastal events

READER SNAPSHOT:

\$224,390 Median Annual Income

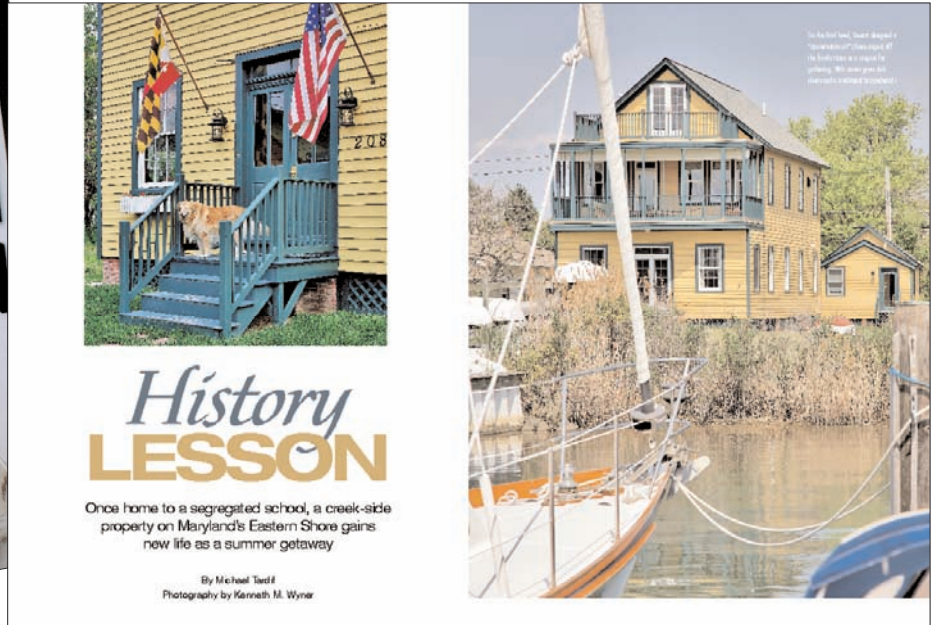
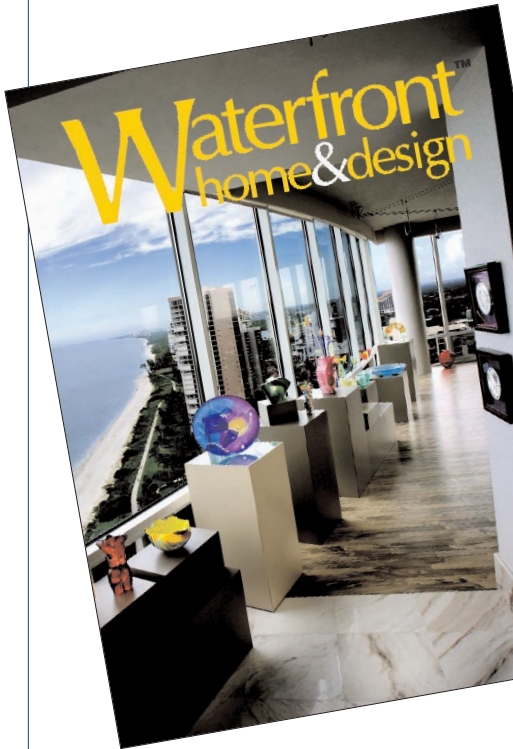
69% Female, **31%** Male

49.9 Median Age

77% Married

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"The noblest of the elements is water"
—Pindar, 476 B.C.

EDITORIAL FOCUS

Waterfront Home & Design delivers high quality editorial features and departments that showcase the finest waterfront homes. From refurbished coastal gems to dazzling seaside vacation homes, *Waterfront Home & Design* delivers beautiful feature stories and sound advice for enjoying luxury living near the water.

2010 RESOURCE ISSUE

Complete community and product directory

HomeSmart Section Plan:

2009 SPRING ISSUE:

DURABLE PRODUCTS

- ◆ Protective Maintenance, Windows, Doors, Roofing, Siding & Trim, Decking Options
- ◆ Furniture & Fabrics

2009 FALL ISSUE:

OUTDOOR SPACE DESIGN

- ◆ Hardscapes, Lighting, Paints & Stain, Docks & Decks
- ◆ Furniture & Fabrics



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PRODUCTION REQUIREMENTS 2009

PRINT-READY ADVERTISEMENT SPECIFICATIONS

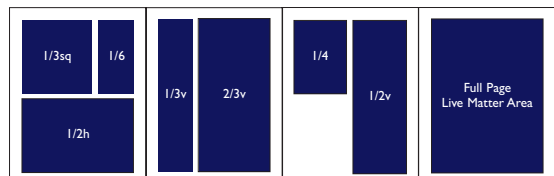
- ◆ We accept digital ads CD, DVD or FTP.
- ◆ All ads must be created and saved in Macintosh platform.
- ◆ Please provide all digital materials in one of the following application files:
PDF, Quark Xpress 6.0, Photoshop (saved as EPS, at least 300 DPI), Illustrator (convert type to outlines and save as EPS.)
- ◆ USE ONLY POSTSCRIPT FONTS. TrueType and Multiple Master fonts are unacceptable. If TrueType fonts are supplied with an ad, we may substitute using a postscript font. All fonts must be embedded in PDF files. All colors must be CMYK mode. No RGB or SPOT colors will be accepted.
- ◆ All ads must be accompanied by either a Kodak Approval proof or an accurate SWOP certified color-match (HOME & DESIGN will not guarantee exact color if acceptable proof is not provided. Your ad will be printed at the industry standard).

DIGITAL IMAGE SPECIFICATIONS

- ◆ Images must be AT LEAST 300 DPI, (at 100%).
- ◆ ALL IMAGES MUST BE CMYK. No RGB images will be accepted. HOME & DESIGN is not responsible for altered colors due to conversion from RGB to CMYK.
- ◆ Please Note IMAGES FROM INTERNET CANNOT BE USED due to standard low resolution.
- ◆ HOME & DESIGN will not be responsible for reproduction of ad materials that are not provided according to the requirements herein.

ADVERTISEMENT DIMENSIONS

	WIDTH	HEIGHT
Actual Page Size	8"	10.875"
Full Page Live Matter Area	7"	9.875"
Spread - Bleed	16.5"	11.125"
Spread - Live Area (Allow .375" in gutter per page)	15"	9.875"
Full Page Bleed	8.25"	11.125"
1/3 Page - Square-Live Area	4.519"	4.811"
1/3 Page - Vertical-Live Area	2.264"	9.875"
1/4 Page - Vertical-Live Area	3.387"	4.811"
1/2 Page - Horizontal-Live Area	7"	4.811"
1/2 Page - Vertical-Live Area	3.375"	9.875"
1/6 Page - Vertical-Live Area	2.264"	4.811"
2/3 Page - Vertical-Live Area	4.519"	9.875"



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READERS ARE TALKING

Here's what *Waterfront Home & Design*
readers have to say about us!

"Opens my perspective to VA, NC, and SC –
beautiful properties"
-R.C., Ocean City NJ

"Very good presentation – design ideas – you
present some areas I did not think about –
we have homes in Rumson & Stuart FL"
-J.B., Rumson, NJ

"Great ideas for building and decorating"
-M.E., Malvern PA

"Very nicely done! Good Quality"
-F.B., Sea Isle City, NJ

"Lovely magazine, original designs. I like
that you included landscaping. I live at the
beach and work in custom construction, so
lots of interests for me."
-F.R., New Smyrna Beach, FL

"Totally enjoyed my first issue – has gotten
our minds rolling– looking forward to future
issues and funding our dream come true!"
-D.G., Fernandina, FL

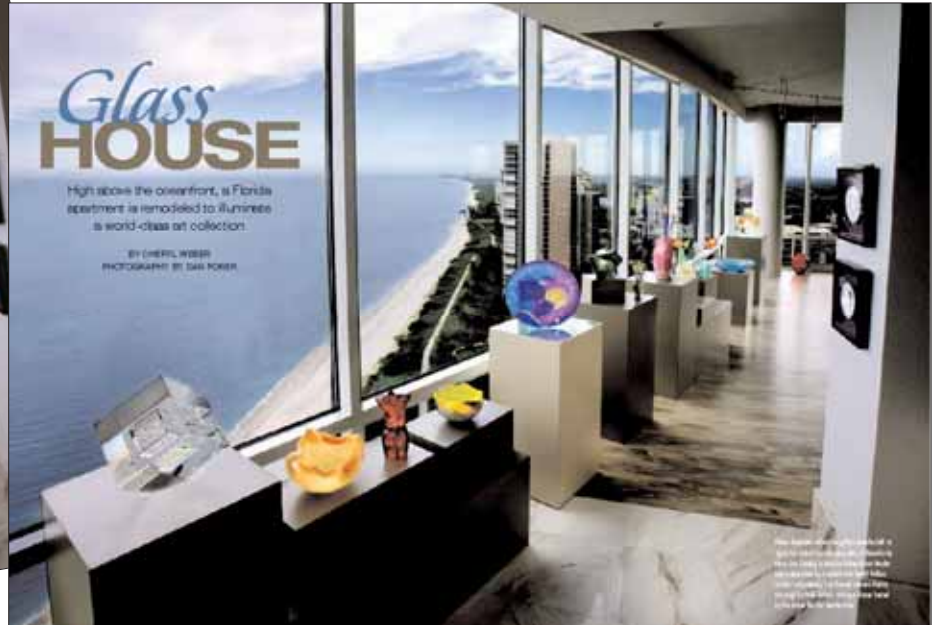
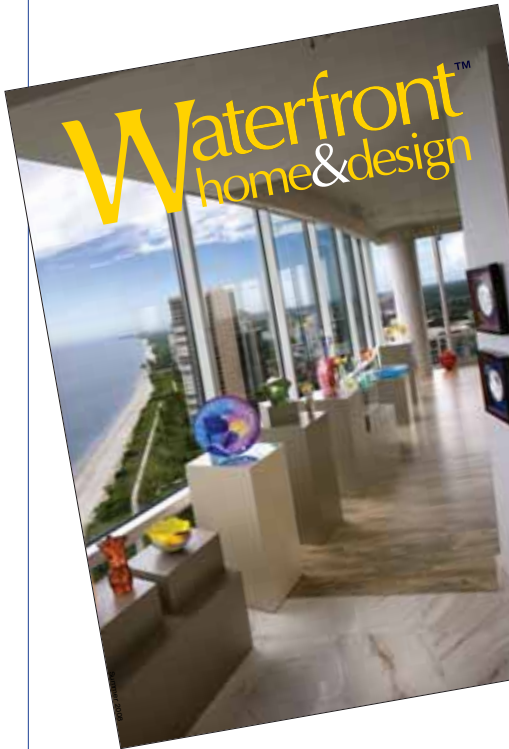
"I truly enjoyed your publication. I subscribe
to Coastal Living and various sailing
magazines and thought yours was right up
there! Bravo! and Thanks."
-K.F. Manahawkin, NJ

"Enjoyed reading it. Already have some
decorating ideas from the magazine. The
waterfront communities section was very
interesting."
-R.L., Ocean City NJ

"It introduced us to new designs as well as
newly developed properties. We particularly
liked Home Smart."
-M.P., New Smyrna, FL

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"If there is magic on this planet, it is contained in water."

—Loran Easley

OVERVIEW

Waterfront Home & Design is the premiere magazine for homeowners and buyers seeking to locate and maintain a waterfront home. Each issue is dedicated to showcasing the very best in luxury waterfront living.

2009 PUBLISHING SCHEDULE

SPRING ISSUE:

ON SALE **April 28th**

AD DEADLINE **March 10th**

FALL ISSUE:

ON SALE **August 25th**

AD DEADLINE **July 10th**

2010 RESOURCE ISSUE

ON SALE **November 17th**

AD DEADLINE **October 10th**

WATERFRONT HOME&DESIGN DELIVERS

- ◆ Readers who own or aspire to own a waterfront home
- ◆ Editorial features that help readers create their waterfront lifestyles
- ◆ Content that appeals to the luxury consumer
- ◆ Affluent homeowners seeking vacation homes, retirement communities, and investment properties