

FLORIDA

HOME & DESIGN[®]

**FLORIDA'S
FINEST**

Homes
Architecture
Design
Style



2017 Home & Design US \$8.95 /CAN \$9.95

Home & Design®

Goes International

We are pleased to announce *FLORIDA Home & Design*®. Debuting July 2017 *FLORIDA Home & Design*® will be distributed throughout Florida, the U.S. and Canada, expanding to other international markets with a direct interest in Florida.

We have contracted with Curtis Circulation to lead our distribution efforts. Curtis handles distribution for 25% of all U.S. magazines, including such titles as *Family Circle*, *Better Homes and Gardens*, *Forbes*, *Paula Dean*, *Entrepreneur*, *The Atlantic*, *Men's Health*, *Farmers Almanac*, and many more. Understanding the proven appeal of a Florida-centric architecture and design magazine, Curtis is excited to develop our international distribution.

FLORIDA Home & Design® will be distributed everywhere our existing magazines are not. Within each issue of *FLORIDA Home & Design*®, there will be pages dedicated to promoting our website and subscriptions to the local editions, substantially increasing our reach. Plus, this will

give our advertisers the choice of focusing locally, regionally, or reaching the entire market interested in the Florida market.

The best-of-the-best homes featured in our local Naples and Sarasota editions will be selected to run in *FLORIDA Home & Design*®. This means *true* state-wide, national, and international exposure. Advertisers' names and contact information will be listed at the end of each article, as they are in our local editions.

As an annual advertiser in the local edition(s), businesses will be able to purchase advertising in *FLORIDA Home & Design*® at a reduced rate. This includes our *Behind the Story* profile pages, designed to connect our readers with the companies responsible for each home featured.

Your Account Representative will be in touch to explain all the details and answer your questions. For immediate assistance call 239.598.4826 or email info@HomeAndDesign.net.



FLORIDA

HOME & DESIGN®

Format

FLORIDA Home & Design® has a superior, reader-friendly design:

Larger home articles – 10 pages minimum

Strict 40% limit on display advertising

Index of Advertisers by business category

Magazine organized by area:

Southwest

Southeast

Central

North

Full 9" x 10.75" format.

Frequency

FLORIDA Home & Design® will be published quarterly and will be distributed on-stand:

January – March

April – June

July – September

October – December

First issue July 2017.

Distribution

FLORIDA Home & Design® will be sold throughout Florida, across the U.S. and Canada, and in select locations overseas:

Major Airports

Barnes & Noble

Books-A-Million

Independent Book Stores

Newsstands

Grocery Stores

Convenience Stores

Wholesale Clubs

Big Box Retailers

Initial magazine issue will be 30,000 copies, growing with demand. Projected distribution is 100,000+ per issue within eighteen months.

Rates

Full-page opportunities as low as \$1,750 for annual H&D advertisers. Lock in introductory rates for two years to maximize value.