

CALIFORNIA HOMES

The Magazine of Architecture
The Arts & Distinctive Design

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CALIFORNIA HOMES

The Magazine of Architecture
The Arts & Distinctive Design

California Homes Provides A Highly Targeted And Qualified Audience At An Extremely Effective Cost Per Thousand

THE MAGAZINE

Now in its tenth year, CALIFORNIA HOMES has built an enthusiastic and rapidly growing audience of sophisticated, knowledgeable and responsive readers. More than 20% of them are professional interior designers and architects. The magazine is considered a "super regional" with subscribers from all fifty states.

SUBSCRIBERS

Paid subscribers are solicited by direct mail, through magazine bind-in cards, and through the internet. A one year, seven issue, subscription is \$28.00. The renewal rate is higher than sixty percent, with subscribers being offered multiple year terms. The average renewal is for two and one half years. All subscriptions are direct to publisher and created with no premiums. It is one of the highest subscription prices in the consumer magazine industry.

NEWSSTAND

The magazine is distributed nationally and in Canada by Time/Warner Retail, the largest magazine distributor in the world. It is distributed internationally by Warner International Publisher Services. It is usually displayed in featured positions in bookstores and newsstands, and on the front row in better supermarket newsstands. In many California stores it outsells every national shelter magazine. The cover price is \$5.99.

CONTROLLED/OTHER

CALIFORNIA HOMES is a sponsor of many design showcase houses, antique shows and other design events where copies are distributed free. It is also distributed at the four major California design centers, and placed in the rooms of a number of the state's best hotels.

RESOURCES

At the end of each year a seventh issue is published which is an annual guide to the best in California design, a bonus for all subscribers and mailed free to all professional interior designers in the state. It is sold in bookstores throughout the year.

RATE BASE/CPM

The guaranteed rate base is 55,000 per issue, plus bonus circulation. Sixty four percent of the circulation/distribution is paid. A full page four color advertisement inserted on a seven time contract is \$3,500 per issue (net) and results in a cost per thousand of less than \$65. A seven time insertion with a premium position at \$3,750 per issue is less than \$70 per thousand. CALIFORNIA HOMES is truly an efficient medium for reaching an affluent and responsive buyer.

CIRCULATION & DEMOGRAPHICS

CIRCULATION & DISTRIBUTION

BY MAIL	Paid Subscribers	6,225
	Requested Subscriptions	5,532
NEWSSTAND NET SALES	Domestic	28,210
	Canada	1,010
	International	<u>2,137</u>
	Total Paid & Requested Circulation	43,114
PUBLIC PLACE DISTRIBUTION	Design Centers /Showcase Houses	3,500
	In-room hotel copies	2,500
	Design & Antiques Shows & Events	<u>6,000</u>
		12,000
Total net circulation & distribution per issue		55,114
Total average readership per issue		197,192
Total estimated annual readership		1,380,344

READER DEMOGRAPHICS

CALIFORNIA HOMES conducts continuous readership studies of both subscribers and newsstand buyers. The current results are as of Fall of 2007. They indicate:

	SUBSCRIBERS	NEWSSTAND BUYERS
Female	84%	73%
Married	72.1%	82.3%
Median Age	43.2	41.6
Number in Household	3.1	2.9
Own Home	92%	89%
Own Second Home	30.9%	12.5%
Primary Home Value	\$1.5M	\$1.2M
Household Income	\$415,280	\$393,721
Plan to Remodel or Redecorate	64.1%	N/A
Plan to Buy Furniture, Antiques, Art	89.5%	N/A
Professional Interest in the Industry	52.3%	46.3%
Carry Professional Designation (e.g. ASID, AIA, etc.)	21.6%	13.8%
Save Copies More Than One Year	74.6%	55.8%
Previous Copies Purchased	N/A	73.9%

This study does not include the copies of each issue distributed at the major design centers, design and antique oriented events, and in the rooms of finer California hotels.

The circulation data is based on the information contained in the 2007 statement of ownership & circulation filed with the United States Postal Service on Form 3526-R as required by publications granted periodical mailing privileges, and on the publisher's projections for 2008.

NEWSSTAND & TARGETED DISTRIBUTION

NEWSSTAND DISTRIBUTION

Newsstand distribution is through Time/Warner Retail. The magazine is available in all 50 states. California retailers featuring prominent displays include:

Albertsons	Andronico's	Bristol Farms	Costco
CVS	Draegers	Gelson's	Home Depot
Jensen's	Lowe's	Mollie Stones	Nob Hill Foods
Raley's	Ralphs	Rite-Aid	Safeway
Stater Bros.	Vons (and Pavilions)	Woodlands Market	

The magazine is also sold nationally in all major bookstore chains (more than 1,100 retail stores) and in a number of independent outlets, including:

Barnes & Noble	B. Dalton
Borders	Hastings Books

INTERNATIONAL DISTRIBUTION

The magazine is sold through major retail chains in Canada, and is available in forty two foreign countries through Warner International Periodical Services.

IN THE FINEST HOTELS

Copies of each issue are placed in the rooms of some of California's most prestigious hotels and resorts. These include:

Bernardus Lodge, Carmel Valley	MacArthur Place, Sonoma
Blantyre, Lennox, MA	Meadowood Napa Valley, St. Helena
The Campton Place Hotel, San Francisco	Montage Resort, Laguna Beach
The Crescent Hotel, Beverly Hills	San Ysidro Ranch, Montecito
Four Seasons Hotel, Westlake Village	Solage Calistoga, Calistoga
Hotel Bel Air, Los Angeles	Surf & Sand, Laguna Beach
The Island Hotel, Newport Beach	Viceroy Hotel, Palm Springs
La Quinta Resort & Spa, La Quinta	Viceroy Hotel, Santa Monica
La Valencia, La Jolla	Westgate Hotel, San Diego

DESIGN CENTERS, SHOWCASE HOUSES AND DESIGN EVENTS

California Homes is distributed to the annual showcase houses in California, charity events, and to the major antiques and interior design shows. Every issue is distributed in bulk to the showrooms of the San Francisco Design Center, the Pacific Design Center, the Laguna Design Center, and the L.A. Mart.

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2009 EDITORIAL CALENDAR

January/February

MODERN ISSUE

- * A Study in Modern Architecture
- * A Roundup of NEW Product
- * San Francisco Design Conference
- * Lighting

SPECIAL ADVERTISING SECTION

- * Luxury Living/ Real Estate

March/April

CLASSIC DESIGN & COLLECTING

- * Art Issue
- * Los Angeles Antique Show
- * Westweek
- * Fabric

May/June

WATERFRONT LIVING

- * Best of Outdoor Furniture, fabric and lighting
- * Tile
- * Entertaining

July/August

SUMMER BLISS

- * Vacation Homes
- * Kitchen & Bath Issue
- * New Appliances

SPECIAL ADVERTISING SECTION

- * Luxury Living/Real Estate

September/October

LUXURY ISSUE

- * Food & Wine
- * Antique Supplement
- * Fabric
- *Furniture

**NEW*

*Insert program for Casa
California...California Homes
first showcase house benefiting the
Philharmonic Society of Orange
County Youth Music Program.*

November/December

HOLIDAY ISSUE

- * Designers & Architects at Home
- * Entertaining
- * Media Rooms
- * Luxury Gift Guide
- * Flooring

SPECIAL ADVERTISING SECTION

- * Luxury Living/ Real Estate
- * Holiday Gift Guide

HOMES AND ESTATES

Premier Properties Available Internationally

CALIFORNIA HOMES features selected properties which are for sale, both in the state and around the world. Large homes, estates, building sites, ranches, luxury condominiums and fractional ownerships in resorts all qualify for inclusion. This section, entitled Luxury Living, carries appropriate editorial and display advertising.

CALIFORNIA HOMES subscribers and newsstand buyers are among the most affluent of any group of magazine readers in the world. The magazine is sold nationally and internationally by Time/Warner Retail. More than thirty percent of the subscribers own second homes, and more than sixty five percent report that they vacation in resorts for a week or more at least three times a year. The magazine is a highly targeted and cost efficient way to reach the sophisticated consumer with a high percentage of discretionary income.

SPECIAL LUXURY LIVING RATES

	1 Time	3 Times	6 Times
Two Page Spread	\$7450	7000	6750
One Page	3750	3500	3400
2/3 Page	3300	3000	2700
1/2 Page	2700	2500	2300

RESOURCES | The Best of California Design 2008

CALIFORNIA HOMES is pleased to announce our third Annual Guide **RESOURCES | The Best of California Design 2008**. This comprehensive edition continues to build an enthusiastic and highly desirable audience of sophisticated, knowledgeable and responsive readers.

RESOURCES presents the best California has to offer in the following categories

Antiques
Architecture
Artists & Galleries
Custom Builders
Design Centers

Doors & Windows
Fabrics & Beddings
Flooring
Furniture
Gardening

Interior Design
Kitchens & Baths
Landscape Design
Lighting
Marble, Stone & Tile

This edition will be mailed to all subscribers, all California Interior Designers and distributed on newsstands & bookstores throughout the country. Total California distribution will be 50,000 copies. Published once a year this edition has a long shelf-life in bookstores nationwide. Long after your ad has been in print our loyal audience will turn to your information to access your services.

RESOURCES | The Best of California Design 2008

Ad materials due November 15, 2007

FORMAT

Advertorials are produced by the publication's staff in editorial format. Advertiser is to supply sample copy and photography. See specifications for image requirements.

Display ads are to be provided press ready by client. See specifications.

RATES All four color

Two Page Spread \$6,800 | One Page \$3,500 | Half Page \$2,000

2008 PUBLICATION & CLOSING DATES

January / February 2008

Space Closing & Ad Materials deadline: November 15, 2007

On-Sale date: January 16, 2008

March / April 2008

Space Closing & Ad Materials deadline: January 17, 2008

On-Sale date: March 13, 2008

May / June 2008

Space Closing & Ad Materials deadline: March 20, 2008

On-Sale date: May 15, 2008

July / August 2008

Space Closing & Ad Materials deadline: May 15, 2008

On-Sale date: July 17, 2008

September / October 2008

Space Closing & Ad Materials deadline: July 17, 2008

On-Sale date: September 18, 2008

November/ December 2008

Space Closing & Ad Materials deadline: September 18, 2008

On-Sale date: November 13, 2008

Resources 2009

Space Closing & Ad Materials deadline: October 15, 2008

On-Sale date: January 6, 2009

January / February 2009

Space Closing & Ad Materials deadline: November 13, 2008

On-Sale date: January 15, 2009

GENERAL REQUIREMENTS

Printing Process:	Web Offset Full Run
Trim Size:	8 3/8 x 10 7/8 in.
Columns:	3
Binding Method:	Perfect
Colors Available:	4-color process
Covers:	4-color process

BLEED AD PAGE DIMENSIONS

1 page 8 5/8 x 11 1/8 in.

SAFETY—Keep live matter from any
Trim edge of bleed plate by 1/4 inch.

NON-BLEED AD PAGE DIMENSIONS

2 page	Call For Specifications
1 page	7 1/4 x 10 in.
2/3 vert.	4 3/4 x 10
1/2 horiz.	7 1/4 x 4 7/8
1/3 vert.	2 1/4 x 10
1/3 sq.	4 3/4 x 4 7/8
1/6 vert.	2 1/4 x 4 7/8

MEDIA FORMATS

- CD-R
- Upload to California Homes FTP site
- E-mail files, no compression

SUPPLIED MATERIAL

- IMAGES Minimum 300 dpi resolution
CMYK only (BLACK: C 60%, M 40%, Y 40%, K 100%)
no RGB files
- All fonts supplied in Postscript format only, no True Type accepted
- PROGRAM FORMATS Quark or InDesign; Adobe Illustrator EPS format only, converted to outline; Photoshop format; 300 dpi CMYK print-ready PDF files
- Transparencies and Word rtf files, spell checked, proofed, may be submitted for ad design & assembly by Publisher, and billed at cost (ask for details)

COLOR PROOFS REQUIRED

- Color Contract Proof must be included with all files submitted. Advertiser has the option to waive the Contract Proof, but the publisher will not be liable for the resulting printed color.
- If the advertiser does not supply an acceptable color proof, Publisher will have one made for advertiser's approval at an additional price of \$110.

Color Contract Proof is defined as a four-color proof which matches the desired printed piece.

-Color laser or Inkjet proofs provide general reference and do not represent actual color reproduction.

- Publisher takes no responsibility for color reproduction when contract proof is not provided or authorized and approved in a timely manner.

PRODUCTION CHARGES

- Alterations, design, type, color corrections and proof, if produced by Publisher, will be billed to advertiser at cost
- Publisher produced ads include design, production, scan and color proof
- INSERTS Special specifications for inserts required—consult Publisher

RETURN MATERIALS

Publisher will hold materials submitted by advertiser for six months, unless advertiser specifically requests return and pays shipment costs. After that period Publisher is no longer responsible for storing of advertiser's materials.

FTP ACCESS

ftp://216.158.111.132

Login: calhomesftp | Password: SCs65HXB

Locate the appropriate folder then drag/drop the file.

Upon completion of the upload process please confirm by emailing us at: production@calhomesmagazine.com

SHIPPING ADDRESS

CALIFORNIA HOMES

Attn: Advertising Production
567 San Nicolas Drive, Suite130
Newport Beach, CA 92660
Fax: 949.640.1665
Telephone: 949.640.1484
E-mail: production@calhomesmagazine.com

TERMS & CONDITIONS

1. California Homes, Published by McFadden-Bray Publishing Corporation ("Publisher"), will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher's rate card or with its policies, regardless of whether or not set forth in the rate card.
2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted.
3. Contract Year. Advertising must be inserted within one year of first insertion to earn frequency discount. Advertising schedules composed of mixed space units are entitled to earned frequency discounts.
4. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period.
5. Agency Commissions. All rates are net. Advertising agencies should mark up net rates to allow for their commissions. They will be billed the gross amount if requested in advance.
6. Terms. Bills are rendered on publication date. Payment in U.S. currency required. Net due 15 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers and/or agencies must either remit payment with order or furnish satisfactory credit references, subject to Publisher's discretion.
7. All terms and conditions stated under heading of this publication in current issue of Consumer Magazine Rates and Data, published by Standard Rate and Data Service, Inc., are incorporated by reference into these terms. The advertising agency and the advertiser assume and agree to pay the charges for advertising published at their direction. Bills shall be sent, at Publisher's option, to the agency or the advertiser.
8. The advertiser and its agency, if there be one, jointly and severally agree to pay the amount of invoices rendered by Publisher within the time specified on the invoice.
9. Publisher reserves the right to cancel the contract at any time upon default by agency and/or advertiser in the payment of bills. In the event of such cancellation, charges for all advertising shall become immediately due and payable. Furthermore, if there has been any default in the payment of a prior bill or if in the sole judgment of Publisher agency's credit becomes impaired, Publisher shall have the right to require payment for further advertising under this contract upon such terms as he may see fit.
10. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical.
11. All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box.
12. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.
13. Advertisements in other than standard sizes are subject to Publisher's approval.
14. Rates, conditions, and space units are subject to change without notice.
15. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called "space reservations" are not considered by Publisher as orders or binding upon it in any way.
16. Reproduction quality is at the advertiser's risk if Publisher's specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.
17. Advertising materials will be destroyed, if not ordered returned, 12 months after last use without liability.
18. No rebate will be allowed for insertion of wrong key numbers.
19. The advertiser and its agency, if there be one, jointly and severally agree that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.
20. The advertiser and its agency, if there be one, each represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party's rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser and its agency, if there be one, jointly and severally agree to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature arising out of copying, printing, or publishing of such advertisement.
21. All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond Publisher's control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing California Homes.
22. All advertisements must be clearly identified by the trademark or signature of the advertiser.
23. Words such as "advertisement" or "promotion" will be placed with copy that, in Publisher's opinion, resembles editorial matter. Reading notices are not accepted.
24. Cancellations must be in writing. Cancellations not received in writing on or before the advertisement closing date are not binding on Publisher. In the event an order is cancelled, the advertiser and its agency, if there be one, jointly and severally agree that they will still be responsible for the cost of any work performed or materials purchased on behalf of the advertiser. Orders may not be cancelled or changed by the advertiser after the closing date without the acknowledgement and acceptance of Publisher.
25. A copy of any proposed insert must be submitted to Publisher prior to printing of the insert, in no event shall Publisher be responsible for any errors or omissions in, or the production quality of any furnished insert. The insert (if supplied by the advertiser and/or agency) must confirm to the publications printing and binding specifications. If Publisher is contracted to print and insert, press-ready copy and images must be submitted to the Publisher within 45 days of publication date. Advertisers and/or its agency are responsible for any and all mistakes in copy, images, color reproduction and incorrect binding specifications.
26. The advertiser and its agency, if there be one, jointly and severally agree to reimburse Publisher for its attorney's costs and fees in collecting any unpaid billings for advertisements.
27. All orders are subject to Publisher's acceptance at Newport Beach, California. Publisher reserves the right to reject or cancel any advertising for any reason at any time, including, but not limited to, any advertisement which in the opinion of the Publisher does not conform to the editorial or graphic standards of the publication.
28. The parties agree that the details contained on orders will be treated as confidential and/or proprietary information and shall not be disclosed to third parties.
29. All issues related to advertising will be governed by the laws of the State of California applicable to contracts to be performed entirely therein. Any action brought by advertiser and/or its agency, if there be one, against Publisher relating to advertising must be brought in the state or federal courts in California and the parties hereby consent to the jurisdiction of such courts.