

# CALIFORNIA HOMES

The Magazine of Architecture  
The Arts & Distinctive Design



media kit [ 2014 ]

## [ mission statement ]

When California Homes was launched in 1997 our mission was simple: portray California architecture and design at its best. During its history, first as a quarterly then as a bi-monthly, the magazine has reflected a state through its people, their homes and their lifestyles.

California Homes is now considered one of the most important regional magazines in the country and has developed an international reputation for its beautiful and thoughtful features on design, architecture, antiques and the arts. It is a beautiful publication but it is not valued for its beauty alone.

The original prospectus read: “California Homes is a statement of the true worth of the state. It is about quality and beauty, but it is not filled with showiness, nor is it dedicated to the rich and famous. It is about the values that bind us together.” This is our mission today.



“California architects and interior designers have a reputation for expanding the cutting edge of design, but never losing sight of our architectural heritage.”

Susan McFadden,  
Editor-in-Chief

# [ editorial calendar 2014 - 2015 ]

## SPRING 2014 outdoor living

- Tile & Stone
- Gardens

AD DEADLINE FEBRUARY 10, 2014 | ON SALE MARCH 20, 2014

## SUMMER 2014 vacation homes

- Kitchen & Bath
- Pools

AD DEADLINE APRIL 24, 2014 | ON SALE JUNE 5, 2014

## FALL 2014 food & wine

- Fabric
- Lighting

AD DEADLINE AUGUST 7, 2014 | ON SALE SEPTEMBER 18, 2014

## WINTER 2014 - 2015 designers at home

- Award Winning Architects

AD DEADLINE NOVEMBER 6, 2014 | ON SALE DECEMBER 29, 2015



### IN EVERY ISSUE

architecture

at auction

calendar

cloth & paper

designer profile

events & affairs

food & wine

notebook

what's new [showrooms]

what's new [products]

travel

visionary

Editorial Calendar Subject to Change. Visit [www.calhomesmagazine.com](http://www.calhomesmagazine.com) for updated information and to suggest future editorial.





## DEPTH

A natural extension of the magazine, calhomesmagazine.com delves deeper into the current of great design and fine living.

## EXPANSIVE

Not constrained by the limits of paper, the online extension of the magazine is explored by our readers and beyond, defying traditional demographics.

## SPONTANEOUS

Allows our editors to express their recent thoughts and whims.

## TIMELESS

Up to date on event happenings that printed deadlines allow. Can reveal new products even more quickly.

## INSPIRATIONAL

More projects and inspirational experiences to share due to an endless supply of 'virtual paper.'

## YOUTHFUL

An introduction to the younger market who tend to use the internet as much or more than traditional avenues.

## EXTENSIVE

Further explore food stories with additional tips and recipes. Enjoy bonus project details and event photos.

## LINKED

Our online presence can intensify the impact of an advertisement by linking readers to the source. Once at your website, the potential of product exposure widens.



# [ marketing programs ]

## CALIFORNIA HOMES PARTNERSHIPS

ASID Los Angeles

ASID Northern California

ASID/Designer Wednesdays

Design Tokyo

Los Angeles Antique Show

Maison & Objet

San Francisco Fall Antiques Show



## MARKETING

### added value events

Reach out to our readers and your customers with California Homes co-sponsored events

### complimentary subscriptions

Advertisers are entitled to a complimentary 1 year gift subscription for each \$100 of advertising

### online production

Promote new product and showroom events on [www.calhomesmagazine.com](http://www.calhomesmagazine.com)

### event coverage

Share your event photos with our readers in print and online

### California Shops

One page advertorials are available to frequency advertisers.

# [ reader ]

**AUDIENCE:** Our readers are as varied as our stories but hold some shared values: a taste for fine living, a thirst for cultivated design and a sense of adventure. Our audience is committed to enhancing their own lives through fine design and luxurious experiences.



	Subscribers	Newsstand Buyers
Female	78%	60%
Married	72%	82%
Median Age	43	42
Number in Household	3.1	2.9
Own Home	92%	89%
Own Second Home	48%	39%
Primary Home Value	\$2.0 M	\$1.5 M
Household Income	\$515,000	\$394,000
Plan to Remodel or Redecorate	54%	—
Plan to Buy Furniture, Antiques, Art	80%	—
Professional Interest in the Industry	52%	46%
Carry Professional Designation*	25%	18%
Save Copies More Than 1 Year	75%	56
Previous Copies Purchased	—	74%

\* e.g. ASID, AIA, etc

California homes conducts continuous readership studies of both subscribers and newsstand buyers. The results shown are as of Fall of 2012. 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.

# [ circulation & distribution ]

## CIRCULATION

Rate Base	Readership	Subscription	Single Copy
36,000	100,000	\$22. <sup>00</sup>	\$5. <sup>99</sup>
Average Paid Circulation		Single Issue/Newsstand	
29,257		18,500	
Subscription: Paid & Requested		Controlled Distribution	
10,757		6,000	
Newsstand Paid Circulation <b>WARNER INTERNATIONAL</b>			

## DISTRIBUTION

### newsstands

**Distributed through Warner International.** Also available at drug stores, home improvement stores, and high-end grocers throughout California such as: Ralphs, Albertsons, Bristol Farms, Von's, Gelsons Markets, Pavilions, Nob Hill Foods, Draeger's, Safeway and Woodlands Market.

### bookstores

Major retail chains including: Barnes & Noble; B. Dalton; Hastings Books; Independent bookstores.

### design events & showcase houses

Showcase Houses throughout California, Major Antique and Interior Design Shows, California Homes Sponsored Events\*.

### international

Sold through Warner International at select newsstands when available.

\* See Marketing Program section for Added Value Event Information.



# [ contacts ]



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# [ advertising rates ]

## MERCHANDISING OPPORTUNITIES INCLUDE:

Product editorial, advertorial, in store consumer and trade events, co-branded partnerships, online editorial and sponsored email promotions.

FOUR COLOR	1 time	2 times*	3 times*	4 times*
Two Page Spread	6500	6200	5900	5600
One Page (Guaranteed)	3900	3720	3540	3360
One Page (Premium)	3738	3565	3392.5	3200
One Page (Run of Book)	3250	3100	2950	2800
2/3 Page (Vertical)	2600	2400	2200	2000
1/2 Page (Horizontal)	2100	2000	1900	1800
1/3 Page (Square)	1500	1400	1300	1200
COVER	1 time	2 times*	3 times*	4 times*
Cover 2 or Page 1	3950	3820	3640	3450
Cover 3	3900	3800	3650	3500
Cover 4	4800	4600	4400	4200

### positions

Guaranteed: Any specific page guaranteed to advertiser. Premium: Any page within the first 64 pages of the book. Run of Book: Any page at the discretion of publisher.

### frequency

Magazine is published four times a year: Spring; Summer; Fall; Winter. Insertions must run within a twelve month period to qualify for the frequency discount.

### rate base

Rates are based on a net circulation of 36,500, combining paid (subscriptions and newsstand), requested, and some public place distribution (design centers, etc.).

### terms

15 days net. Special discounts for prepay. All rates are net.

### agency commissions

Advertising agencies should mark up net rates to allow for their commissions. They will be billed the gross amount.

### closing

45 days prior to publication (space); 30 days prior (plate ready materials).

### ad material

Rates are based on advertiser supplied press ready digital copy with contact proof.

Publisher reserves rights to refuse any advertisement that does not meet its requirements for taste or truthfulness. Client represents that it has the right to publish the material in the ad and assumes all risk attendant thereto, including defects in the product and failure to perform.

# [ specifications ]

## 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

## NON-BLEED AD PAGE DIMENSIONS

2 page	Build spreads as 2 separate PDF
1 page	7 1/4 x 10 in.
2/3 vert.	4 3/4 x 10 in.
1/2 horiz.	7 1/4 x 4 7/8 in.
1/3 sq.	4 3/4 x 4 7/8 in.

## BLEED AD PAGE DIMENSIONS

1 page	8 5/8 x 11 1/8 in.
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**SAFETY** - Keep live matter from any trim edge of bleed plate by 1/4 inch.

We accept files on CD/DVD and via FTP

### FTP ACCESS

ftp://calhomesftp@173.0.164.50/

Login: calhomesftp Password: 7xYgXhC43HEFjd4!

Locate the appropriate folder then drag/drop the file.  
Upon completion of the upload process please confirm by emailing us at: [production@calhomesmagazine.com](mailto:production@calhomesmagazine.com)

### PREFERRED FILE FORMAT

PDF/x-1a

Accepted formats

InDesign|Quark

Photoshop: 300 dpi

Illustrator: EPS format only, converted to outline

### RESOLUTION

300 DPI AT 100% OF FINAL PRINTED SIZE

### COLORS

Must be CMYK—No RGB

Black solids

60% Cyan, 40% Magenta, 40% Yellow, 100% Black

### COLOR PROOF REQUIREMENT

A SWOP-certified proof must be included with all submitted files. Advertiser has the option to waive the contract Proof with submission of a signed color proof waiver, but the publisher will not be liable for the resulting printed color.

LASER/INKJET PRINTERS ARE NOT ACCURATE to four-color process printing. If the advertiser does not supply an acceptable proof, Publisher can have one produced for advertiser's approval for an additional cost. We cannot guarantee your color unless a digital proof is approved.

### 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. Special specifications for inserts required—consult Publisher.

### RETURNED MATERIALS

Publisher will hold materials submitted by advertiser for six months, unless advertiser specifically requests return and pays shipment costs.

### SHIPPING ADDRESS

California Homes  
Attn: Advertising Production  
P.O. Box 8655  
Newport Beach, CA 92658

### FEDEX SHIPPING ADDRESS

California Homes  
Attn: Advertising Production  
529 Promontory Drive West  
Newport Beach, CA 92660  
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### CONTACT

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