
RUSHED NATIONWIDE... well, almost

Over 21,000 copies hit the streets of Fort Lauderdale, Hollywood, Pompano Beach and its surroundings the minute the ink dries, generating an audience of over 100,000. It's sold at Barnes & Noble, Borders and Books-A-Million stores throughout the area. We are also found at 25 other bookstore locations from Naples to Orlando to Sarasota.

AT THE COFFEESHOP... or at the door

Bulk copies are delivered to over 530 locations including condo lobbies, realtor's offices, restaurants and gyms, along Las Olas and the beachfront, and in some of the most fashionable shops and upscale locations the city has to offer. Locations are constantly restocked and it's a good thing: HOME Fort Lauderdale flies off the racks and into the hands of our loyal audience.

SPEAKING OF FLYING... and buying

HOME Fort Lauderdale is found at the first-class lounges and clubs for Continental, Delta and USAirways, and at Logan, LaGuardia, JFK, Newark and Reagan International airports.

AND, GIVE A LITTLE SOMETHING TO THE TRADE...

HOME Fort Lauderdale is distributed to over 112 suites at DCOTA twice a month and garners the approval of a loyal fan base of members of the American Society of Interior Designers, the American Institute of Architects, as well as a star-studded cast of local developers.

WE EVEN SUMMER UP NORTH...

HOME Fort Lauderdale is also distributed on Cape Cod at locations in Provincetown, and for those vacationing in The Hamptons and on Fire Island Pines, we distribute from June through September.

AT EVENTS & SHOWS...

HOME Fort Lauderdale has additional distribution for many of the city's biggest shows and events throughout the year like Las Olas Wine and Food Festival, the Architectural Digest Home Design Show in New York City, The Home Design and Remodeling Show, Las Olas Home & Garden Show, Fort Lauderdale International Boat Show, Las Olas Art Festival, and American Red Cross Designer's Show House.

WHO WE ARE

HOME Fort Lauderdale seeks to educate, entertain, elucidate and engage its readers on many levels, from the details of daily life to the broad reach of trends and movements in design and architecture.

No other magazine approaches the subject of city living from such a diverse and original perspective. Our goal is to explore both the old and the new and the links between them. We pay special heed to well-designed new construction, well-planned adaptive reuse and the evolution of neighborhoods that are unique to sub-tropical living.

The magazine relies on a combination of eye-catching graphic design and alluring prose. With its emphasis on excellence in architecture and design, HOME Fort Lauderdale takes us out of the house as well – to explore neighborhoods, dine in local restaurants, delve into history, explore other cities, and investigate architecture and design elsewhere in the country.

HOME Fort Lauderdale is a magazine that readers keep, and as such we are also a record of our city and of the modern era in architecture and design. In many ways we are a living museum with images and information that allow our readers an experience seldom found in print.

It's this exceptional point of view – combining rich visual representation with thoughtful and informative text – that makes HOME Fort Lauderdale as much a classroom as a showroom.



JANUARY	Renovation Issue/Remodeling/Historic Preservation Special Feature: Enduring Style: Classic Modern Furniture Neighborhoods: Riviera Isles and Himmarshee Village
FEBRUARY	Living Small Special Feature: Best Ideas for Small Spaces/Lighting Neighborhoods: Harbor Isle and Middle River Terrace
MARCH	Florida Issue/Landscape Architecture/Living Al Fresco Special Feature: Outdoor Rooms for Cooking, Eating, Entertaining (outdoor kitchens) Neighborhoods: South Las Olas Isles and Pompano Beach
APRIL	The Green Issue/Smart Home (technology) Special Feature: Smart Houses, Technology, Green Living Neighborhood: Palm Aire Village and Seven Isles
MAY	The Modern Suburb/Pool and Patio Special Feature: Pools/Patios etc Neighborhoods: Croissant Park and Nurmi Isles
JUNE	Design Miami (Basel)/Sitting Down: Chairs and Sofas Special Feature: Milan Report and the 30 Best Chairs of the Last 100 Years Neighborhoods: Edgewater and Deering Bay
JULY	Mixing Old and New Special Feature: Bed and Bath, also ICFF Report Neighborhoods: Coral Shores and Harbor Inlet
AUGUST	The Nitty-Gritty: Floors and Walls, materials, techniques and how-to Special Feature: Covering the Floors and Walls (wall coverings, paint techniques, flooring) Neighborhoods: Lauderdale Isles and Shady Banks
SEPTEMBER	Buildings and Design Special Feature: NINE (in the ninth month we show you nine buildings, nine architects, nine designers, etc) Nine Neighborhoods You Should Know
OCTOBER	Theme: Kitchens Special Marketplace: Waterfront Living Retro Kitchen/Future Kitchen/Appliances (and appurtenances) with an Attitude Neighborhoods: Bay Colony and Living on the Water
NOVEMBER	The Deco Issue Theme: Furniture Special Feature: Furniture, The New and Old Avante-Garde Neighborhood: Las Olas-By-The-Sea and Condo Living on the Beach
DECEMBER	Art Issue/Design Miami/Bed and Bath Special Feature: Holiday Gifts to Pamper Both You and Your Home Neighborhood: Hollywood Beach and Wilton Manors

2008 DEADLINES

January Issue

Production Materials: December 3 Monday

Camera Ready: December 6 Thursday

February Issue

Production Materials: January 7 Monday

Camera Ready: January 10 Thursday

March Issue

Production Materials: February 5 Tuesday

Camera Ready: February 8 Friday

April Issue

Production Materials: March 4 Tuesday

Camera Ready: March 7 Friday

May Issue

Production Materials: April 4 Friday

Camera Ready: April 8 Tuesday

June Issue

Production Materials: May 5 Monday

Camera Ready: May 8 Thursday

July Issue

Production Materials: June 4 Wednesday

Camera Ready: June 9 Monday

August Issue

Production Materials: July 7 Monday

Camera Ready: July 10 Thursday

September Issue

Production Materials: August 5 Tuesday

Camera Ready: August 8 Friday

October Issue

Production Materials: September 4 Thursday

Camera Ready: September 8 Monday

November Issue

Production Materials: October 6 Monday

Camera Ready: October 9 Thursday

December Issue

Production Materials: November 3 Monday

Camera Ready: November 6 Thursday

SPECS

File Format: We accept high-resolution PDF files only. We do not accept native files (QuarkXpress, Photoshop, InDesign, Illustrator).

Size: All ads provided must be sized to the actual ad size.

Color: All images must be CMYK; minimum resolution 300 dpi.

Bleeds: Full-page and spreads may bleed off the page 0.125" with at least a 0.25" margin between the live image area and the trim. (If placing crop marks onto the digital file please place outside the bleed area).

Dot Gain: HOME prints on heat set web presses. Please allow for a 25% dot gain to ensure appropriate adjustments for pleasing color process printing.

Line Screen and Dots per Inch: HOME prints at 133 line screen, so the art should be 300 DPI. Line art should be saved at 600 DPI.

Head shot size: Absolutely no head shot/glamour exceeding 1" x 1.5".

SERVICES

Ad Design: Half Page \$200, Full Page \$300, Spread \$400. Design fees include maximum three changes.

Production Fees: Scan \$50 each, copy/photo changes \$50/hour, in-house stock images \$50 each, format conversions \$50 per hour. Photography, call for quote.

LATE SUBMISSIONS AND CANCELLATIONS

Advertisers must submit appropriate digital material within the stated guidelines. Late material will incur a charge of \$100. Ad changes post-deadline are \$60.

If advertiser is unable to provide an appropriate digital ad submission, HOME will produce the ad **for a fee**, to be determined upon receipt of raw materials. **All ads are subject to Publisher approval.**

Space must be canceled 30 days before camera-ready artwork deadline.

AD/MATERIAL SUBMISSION

By Mail or Courier: to HOME Fort Lauderdale
445 N Andrews Avenue, Fort Lauderdale, FL 33301

By E-Mail: production@homeftl.com (max. file is 8 MB)

FTP: ftp://www.HOMEFTL.com ADVERTISER LOGIN:

user: uploads.homeftl **password:** homeftl!

SIZES

<p>2-PAGE SPREAD</p> <p>Bleed size: 18¹/₄" x 11¹/₈"</p> <p>Trim size: 18" x 10⁷/₈"</p> <p>Live area: 17⁷/₈" x 10⁵/₈"</p>	
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<p>FULL-PAGE</p> <p>Bleed size: 9¹/₄" x 11¹/₈"</p> <p>Trim size: 9" x 10⁷/₈"</p> <p>Live area: 8³/₄" x 10⁵/₈"</p>
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<p>HALF-PAGE HORIZONTAL</p> <p>Ad size: 8¹/₄" x 4⁷/₈"</p>
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<p>HALF-PAGE VERTICAL</p> <p>Ad size: 3⁷/₈" x 10¹/₈"</p>

	1X	3X	6X	12X
2-Page Spread	\$3,780	\$3,410	\$3,030	\$2,650
Full Page	\$1,990	\$1,795	\$1,595	\$1,395
Half Page	\$1,190	\$1,070	\$ 950	\$ 830
Back Cover	\$4,080			
First Spread	\$4,718	\$4,245	\$3,773	\$3,304
Inside Back Cover	\$2,855			
Marketplace	\$425			

HOME FORT LAUDERDALE AND HOME MIAMI Group Buy Rate

	1X	3X	6X	12X
2-Page Spread	\$7,540	\$6,785	\$6,030	\$5,280
Full Page	\$4,190	\$3,770	\$3,350	\$2,935
Half Page	\$2,515	\$2,260	\$2,015	\$1,760

Bonus Added Value

- Online link to your website at www.HOMEFTL.com
- Free marketplace participation with purchase of a full page ad
- 6x (plus) frequency for full page includes event participation
- Marketplace: page designed advertorial; supply digital color photo & copy
- Premium position: 20% additional for guaranteed position on full page