
RUSHED NATIONWIDE... well, almost

Over 21,000 copies hit the streets of Miami, Coral Gables, Coconut Grove, Aventura, Miami Beach and Key Biscayne 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 600 prime locations including condo lobbies, realtor's offices, restaurants and gyms, along Lincoln Road and the beach, Merrick Park, Bal Harbour Shops, the Shops at Sunset Place and the most fashionable retailers and upscale locations the city has to offer. Locations are constantly restocked and it's a good thing: HOME Miami flies off the racks and into the hands of our loyal audience.

SPEAKING OF FLYING... and buying

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

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

HOME Miami is distributed to over 40 retailers and showrooms in Miami's Design District as well as 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 Miami 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 Miami has additional distribution for many of the city's biggest shows and events throughout the year like Design Miami, Art Miami, Miami International Boat Show, South Beach Food & Wine Festival, Coconut Grove Arts Festival, South Florida International Auto Show, Annual Miami Beach Real Estate Luncheon and more. Magazines can be found throughout The Home Design & Remodeling Show. They are also present during Art Basel Miami Beach, one of the world's premier international art shows.

WHO WE ARE

HOME Miami 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 Miami 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 Miami 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 Miami as much a classroom as a showroom.



January	Renovation Issue/Remodeling/Historic Preservation Special Feature: Enduring Style: Classic Modern Furniture Neighborhoods: Ocean Drive and Morningside
February	Living Small Special Marketplace: Waterfront Living Special Feature: Best Ideas for Small Spaces/Lighting Neighborhoods: Key Biscayne and LaGorce Pinetree
March	Florida Issue/Landscape Architecture/Living Al Fresco Special Feature: Outdoor Rooms for Cooking, Eating, Entertaining (outdoor kitchens) Neighborhoods: The Redland and South Grove
April	The Green Issue/Smart Home (technology) Special Feature: Smart Houses, Technology, Green Living Neighborhood: Miami Lakes and The Roads
May	The Modern Suburb/Pool and Patio Special Feature: Pools/Patios etc Neighborhoods: Gables Villages and Not-the-Village-at-the-Falls (<i>unincorporated neighborhood just west of The Falls</i>)
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: North Grove and Star, Palm and Hibiscus Islands
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: Gables by the Sea and North Bay Village
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 Retro Kitchen/Future Kitchen/Appliances (and appurtenances) with an Attitude Neighborhoods: Aventura and Sans Souci
November	The Deco Issue Theme: Furniture Special Feature: Furniture, The New and Old Avante-Garde Neighborhood: Surfside and Old Cutler Road
December	Art Issue/Design Miami/Bed and Bath Special Feature: Holiday Gifts to Pamper Both You and Your Home Neighborhood: Midtown Miami/Wynwood

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 Miami

4040 NE 2nd Avenue, suite 313, Miami FL 33137

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

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

user: uploads.homemia **password:** homemia!

SIZES

2-PAGE SPREAD

Bleed size:
18¹/₄" x 11¹/₈"
Trim size:
18" x 10⁷/₈"
Live area:
17⁷/₈" x 10⁵/₈"

FULL-PAGE

Bleed size:
9¹/₄" x 11¹/₈"
Trim size:
9" x 10⁷/₈"
Live area:
8³/₄" x 10⁵/₈"

HALF-PAGE HORIZONTAL

Ad size:
8¹/₄" x 4⁷/₈"

HALF-PAGE VERTICAL

Ad size:
3⁷/₈" x 10¹/₈"

	1X	3X	6X	12X
2-Page Spread	\$5,390	\$4,850	\$4,310	\$3,775
Full Page	\$2,995	\$2,695	\$2,395	\$1,995
Half Page	\$1,795	\$1,615	\$1,435	\$1,255
Back Cover	\$5,350			
First Spread	\$6,740	\$6,065	\$5,390	\$4,720
Inside Back Cover	\$3,750			
Marketplace	\$525			

HOME MIAMI and HOME FORT LAUDERDALE 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.HOMEMIA.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