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Boston
home



MEDIA KIT ■ 2013



RACHEL LEVITT SLADE

HOME DESIGN AND SENIOR EDITOR

As the editor of *Boston Home* Slade draws on her experience as a designer and writer to show how the best homes in Massachusetts are not just beautiful, but also skillfully reflect their owners' unique lifestyles. After getting her master's in architecture from the University of Pennsylvania, she worked at the award-winning Boston architecture firm Leers Weinzapfel Associates. Five years into her architecture career, though, she realized that scouting great projects was more fun than designing them. Slade, who lives in Brookline and Maine, is also an avid bicycle commuter.

Boston Home is the destination for exceptional design and locally sourced furnishings and accessories. Each issue is dedicated to capturing the full range of the Boston experience, from city dwellings to second homes, from suburban abodes to coastal residences. Through compelling photography and in-depth storytelling, we lead the design discussion in our marketplace.

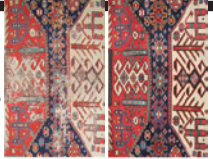
Our readers are urbane, sophisticated and actively involved in the design of their living environment. Architects, designers, artists, and patrons—these are the innovative people who make our region unique. They are our readers. They are in our pages. They are *Boston Home*.

Boston Home offers a variety of added value programs that run in each issue to further enhance your advertising package and maximize your exposure.


PROMOTION

buzzworthy


IS IT REALLY TIME FOR A NEW RUG?
Did you know, Dover Rug & Home offers comprehensive cleaning and repair services, including reweaving or repairing worn spots, restoring worn fringe, and moth protection? With a vigorous repair and restoration process, rugs can look as good as new! For information on these services, please visit our website.
Dover Rug & Home - rugs, carpeting, window and the people who know them.
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508.651.3500 | doverrug.com




WATERFALL CHANDELIER
Caught in a lighting dilemma? Find chandeliers a tad too "ubercute"? Your problems are over. America's edgiest assemblage artist has redefined the chandelier by draping voluptuous new artisanal glass elements from salvaged industrial hardware. ARTEFACT of Belmont carries lighting. Verellen Furniture, intriguing home and garden accessories and textiles. Carefully curated, uniquely reimagined pairings - illuminating! Open Tuesday-Saturday 10a-6p. Come see the light!
ARTEFACT HOME | GARDEN
3000 Pleasant Street | Belmont
617.993.3347 | artefacthome.com




POGGENPOHL INTRODUCES INNOVATIVE DRAWER DESIGNS
Poggenpohl's collection of drawers and pull-outs are crafted from some of the finest materials and will add to any kitchen's value and flexibility. The 8mm drawer sides, made of lightweight yet sturdy aluminum, are currently the thinnest on the market. The drawer inserts are available in walnut or maple wood.
Poggenpohl
88 Newbury Street | Boston
617.236.5253 | boston.poggenpohl.com




IT'S HAMMER TIME!
Lucia Lighting & Design launches the gorgeous lighting collection by Hammetton. These world class design fixtures can be customized to reflect your individual style preferences. Lucia's lighting team of experts is eager to collaborate to create concepts that align with your decorative, functional and budget needs. The Hammetton line can be seen ONLY at Lucia Lighting & Design's showroom.
Lucia Lighting & Design
38 Western Ave | Lynn MA
781.595.0026 | lucialighting.com



SOME HON THAN OTH
Houseplants of many people's hearts in the city. We have two selection of tall and low light to match your Mahoney's care.
Mahoney's Garden
Brighton | Winthrop
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DESIGN INSIDER

KITCHENS



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Show your personality. We no longer entertain in our living rooms, we entertain in our kitchen. So make your kitchen show your personality. Quick ways to personalize: backsplash, stain glass, 2 contrasting stains or mix up some paint, moldings. Your kitchen can show calmness, playful, practical, elegant, subtle style. Make your kitchen the showcase to your house!

Boston home

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BUZZWORTHY HOME \$2,192 VALUE

We are leveraging the valuable Buzzworthy program found in *Boston* magazine and bringing it to *Boston Home*! Buzzworthy is the perfect platform to reach your target audience through three powerful channels: in-book, online, and an e-newsletter. This is your opportunity to introduce a new product or service, announce an upcoming event or promotion, or showcase a must-have item. Offer our readers value that they can't get anywhere else.

BUZZWORTHY PARTY PICS \$4,330 VALUE

A recap of home industry events in and around the city.

HOME PAGES \$712 VALUE

Promote your blog, twitter handle, Facebook page, or web site in this new section that links our design-savvy readers to your business via the web.

DESIGN INSIDER \$4,330 VALUE

Design Insider is the perfect solution for industry experts to inform our readers of the latest trends and share your professional advice. Whether it's the hottest colors for the season, a new trend emerging, or creative ways to re-think traditional design, our readers rely on your expert advice in order to make informed decisions on home decorating, remodeling, and landscaping.

This 1/3 page section focuses exclusively on your expertise and includes a high resolution head shot plus 30 words of copy and your contact information (must be supplied by client, and will be designed by *Boston* magazine). Areas of expertise featured each issue include: Interior Design, Architect, Kitchen Design, Builder/ Remodeler, and Landscape.



Spring 2013

➤ Trends

Space Close: January 4, 2013
 Material Deadline: January 11, 2013
 On Sale: February 26, 2013

Summer 2013

➤ Fashionable Patterns

Space Close: April 5, 2013
 Material Deadline: April 12, 2013
 On Sale: May 28, 2013

Fall 2013

➤ Kitchens Issue

The kitchen is the heart of the home, but do you go Corian or Carrara? These five stylish local kitchens have the answers to all your renovation questions.

Space Close: July 5, 2013
 Material Deadline: July 12, 2013
 On Sale: August 27, 2013

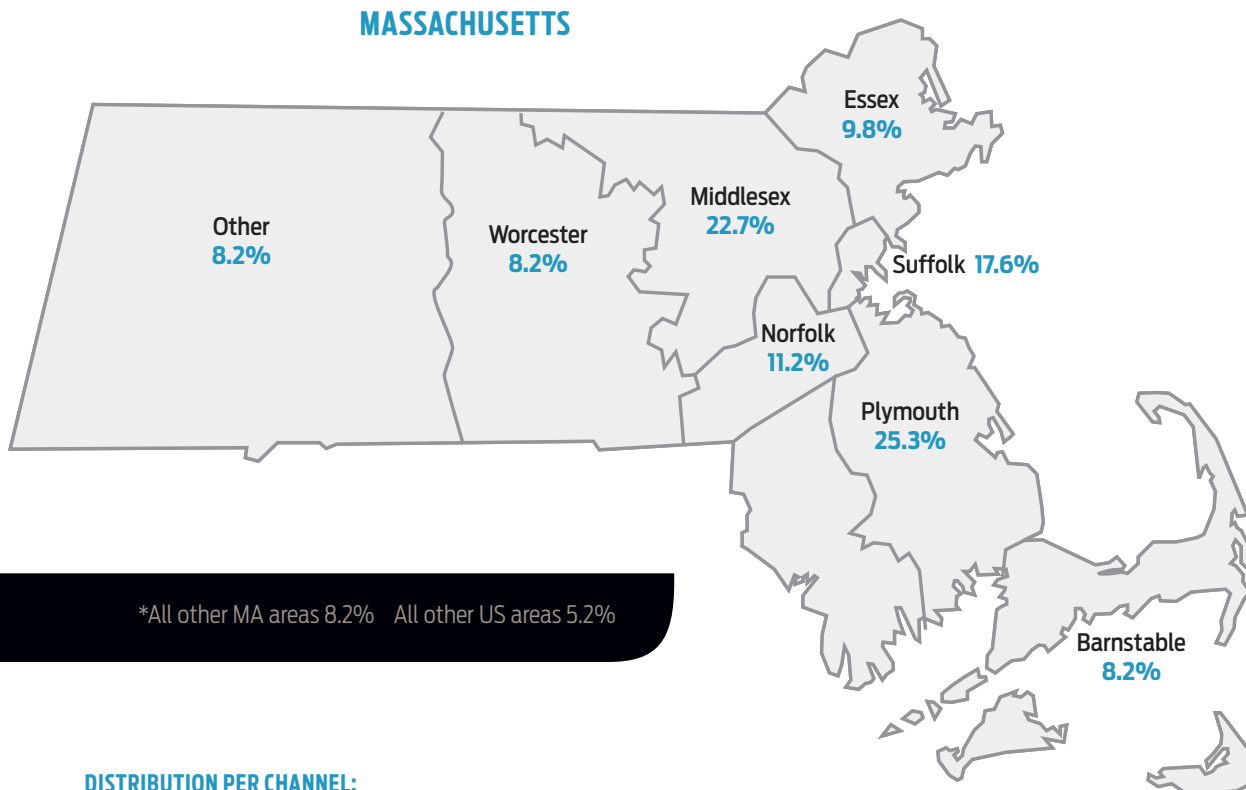
Winter 2014

➤ Best of Boston Home™

Our annual Best of Boston Home™ issue featuring one ultra informative package on the best in design and build in Boston.

Space Close: October 4, 2013
 Material Deadline: October 11, 2013
 On Sale: November 26, 2013

Boston Home is the area's most reliable resource for home design and décor trends, news, and inspiration. Our distribution is 50,000 per issue, uniquely targeted inside the I-95 belt, allowing our publication to cater to New England's savviest design enthusiasts, homeowners, and industry insiders.



*All other MA areas 8.2% All other US areas 5.2%

DISTRIBUTION PER CHANNEL:

<i>BOSTON HOME</i> AND SELECT <i>BOSTON MAGAZINE</i> SUBSCRIBERS	34,400
TRADE PROFESSIONALS.....	4,000
RETAIL & PROMOTIONAL COPIES.....	2,000
NEWSSTAND.....	9,600
TOTAL.....	50,000
READERSHIP.....	129,598

Data from Media Audit May-June 2012