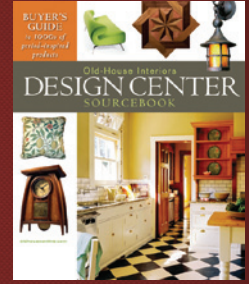


Old-House Interiors
DESIGN CENTER
SOURCEBOOK

2011 EDITORIAL CALENDAR & RATES



Printed once a year as a special issue, The **Old-House Interiors Design Center Sourcebook** is one of a kind, a selective yet comprehensive authority on products and services appropriate for the restoration/renovation market—and also for the upscale decorating market. It is a lavish book with an oversize trim, varnished cover, full-color editorial, and an easy- to-use format.

The annual Sourcebook is the definitive guide to period-inspired home products, from tile floors to wing chairs, hooked rugs to brass faucets. A full range of sub-categories fall under these headings: House & Garden, Kitchens, Revival Baths, Wall & Floor Tiles, Flooring, Walls & Ceilings, Hardware, Lighting, Curtains to Carpets, and Furniture & Decorative Accessories.

Ad Closing: February 18, 2011

Ad Materials Due: February 25, 2011

On Sale Date: May 17 & August 23, 2011

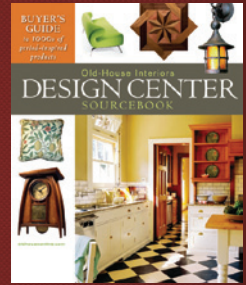
Designers, old-house owners, and those planning to become stewards of old houses covet this special-edition product directory. America's old house aficionados refer to its pages for guidance again and again. A listing in this book is an implied endorsement making it a great choice for promoting period-style furnishings, decor, building and restoration products.

Advertising opportunities include category sponsorships, display ads ranging from full page to 1/12, and enhanced listings.

The 2011 **Design Center Sourcebook** will enjoy two newsstand releases. Two on-sale dates, two audience reaches, two exposures for your products!



2011 EDITORIAL CALENDAR & RATES



2011 ADVERTISING RATES

Category Sponsorships	
Super Category Sponsorship, exclusive	\$10,450
Sub Category Sponsorship, non exclusive	\$5,016
Display Rates	
Full page	\$3,840
1/2 page	\$2,649
1/3 page	\$2,064
1/4 page	\$1,646
1/6 page	\$1,123
1/12 page	\$993
Enhanced Listing	\$836
Premiums	
Cover 2	\$5,974
Cover 3	\$5,725
Cover 4	\$6,875
Pages 1,5,7	\$5,476

MAGAZINE SIZE

Trim Size:9" x 10.875"
 Live Area on Bleed Ads:25" from Final Trim

AD SIZES

W X H

Full Page (bleed)	9.25" x 11.125"
Spread 2 page (bleed)	18.25" x 11.125"
2/3 Page Vertical	4.75" x 9.875"
1/2 Page Horizontal	7.25" x 4.75"
1/2 Page Vertical	3.5" x 9.875"
1/2 Page Island	4.75" x 7.25"
1/3 Page Vertical	2.25" x 9.875"
1/3 Page Square	4.75" x 4.75"
1/4 Page Vertical	3.5" x 4.75"
1/6 Page Horizontal	4.75" x 2.25"
1/6 Page Vertical	2.25" x 4.75"
1/12 Page Square	2.25" x 2.25"

PRESS SPECIFICATIONS

Printing:Web Offset
 Ink:4-Color Process, SWOP Standards
 Line Screen:150 Line Screen
 Binding:Perfect Bound