

DREAM HOME
SHOWCASE
LOG • TIMBER • HYBRID • CUSTOM

2012 EDITORIAL & ADVERTISING CALENDAR



This luxurious oversized magazine is a showcase of a dozen incredible houses — each one a different type of dream home. Featuring a range of styles, decor, design and setting, the homes represent the finest work of America's best home production companies, architects and builders.

The home profiles, sponsored by a designer or builder, show the company's best work to a broad array of prospective customers looking for unique home ideas. The issues contain special sections for floor plan ideas, hard-to-find specialty products and services such as builders, architects, dealers, designers and product manufacturers.

Special services features give useful tips on such topics as stonework, outdoor rooms, powder rooms, pantries, entertaining and kitchen islands.

DREAM HOME SHOWCASE

Ad Closing: February 17, 2012

Ad Materials February 22, 2012

On Sale Date: April 24, 2012

DREAM HOME SHOWCASE OF PLANS

Ad Closing: June 8, 2012

Ad Materials June 13, 2012

On Sale Date: August 21, 2012