

# early Homes

## 2012 ADVERTISING OPPORTUNITIES & RATES



### 2012 ADVERTISING RATES

4-Color	1x	2x
Full Page	\$3,604	\$3,460
2/3 Page	\$2,883	\$2,768
1/2 Page	\$2,523	\$2,422
1/3 Page	\$1,622	\$1,557
1/4 Page	\$1,261	\$1,211
1/6 Page	\$901	\$865
1/12 Page	\$649	\$623
<b>B &amp; W</b>		
	1x	2x
Full Page	\$2,523	\$2,422
2/3 Page	\$2,018	\$1,937
1/2 Page	\$1,766	\$1,695
1/3 Page	\$1,136	\$1,090
1/4 Page	\$883	\$848
1/6 Page	\$631	\$605
1/12 Page	\$454	\$436
<b>PREMIUMS</b>		
	1x	2x
Cover 2	\$4,324	\$4,151
Cover 3	\$4,144	\$3,978
Cover 4	\$4,505	\$4,324
Pages 1,3,5	\$3,964	\$3,805

Issue (Editorial Focus)	Ad Space Closing	Ad Materials Due	On Sale Date
Spring/Summer Compatible Kitchens	12/30/11	1/4/12	3/6/12
Fall/Winter Collectibles, Carpets/Rugs	6/15/12	6/20/12	8/21/12

### MAGAZINE SIZE

Trim Size: .....	8.1875" x 10.875"
Live Area on Bleed Ads: .....	.25" from trim

### AD SIZES

	WXH
Full Page (bleed) .....	8.4375" x 11.125"
Spread 2 page (bleed).....	16.625" 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"