

KITCHEN & BATH DESIGN CLASSICS

2012 ADVERTISING OPPORTUNITIES & RATES



2012 ADVERTISING RATES

Display	
Full Page	\$4,303
1/2 Page	\$2,404
Premiums	
Cover 2 & page 1 spread	\$8,068
Front of book spreads	\$6,454
Last page & cover 3 spread	\$7,746
Cover 4	\$5,594
Resource Ads	
1/2 Page	\$2,152
1/4 Page	\$1,291
1/8 Page	\$774
Digital Ads	
Full page, interactive ad	\$449
Full page, static ad	\$299
Marketplace, half page interactive ad	\$199
Marketplace, half page static ad	\$99

Issue (Editorial Focus)	Ad Space Closing	Ad Materials Due	On Sale Date
Kitchens & Bath Design Classics	7/27/12	8/1/12	10/9/12; 3/5/13

MAGAZINE SIZE

Trim Size	9" x 10.875"
Live area on bleed ads	.25" from trim

AD SIZES

	W X H
Full Page (bleed)	9.25" x 11.125"
1/2 Page Horizontal	7.5" x 4.687"