



The nation's premier and largest-circulation log-home magazine, **Log Home Living** encourages the dream of log-home ownership and showcases the superiority, strength and beauty of log homes versus other home styles and construction methods.

IN EVERY ISSUE:

Up to three photo tours spotlighting the leading log homes and telling the homeowners' success stories, relating them where possible to the issue theme. Stories will also contain lessons for readers that can smooth the buying-and-building process, save them money and inspire them to the possibility of living the log-home dream. Regular departments touch on key aspects of log-home living:

- Money Matters
- Design/Decor
- Savvy Building
- Room Spotlights



FEBRUARY

CREATING THE PERFECT PLAN

Floor plans remain especially popular with readers because they show log homes' many layout possibilities. A special design section addresses all the possibilities leading to the creation of a design that best expresses the owners' idea of what a log home should be.

- Evaluating Stock Plans
- Custom Designs
- Personalizing Stock Plans
- Finding a Designer

Room Spotlight: Bed & Bath

Ad Closing: October 7, 2011

Ad Materials Due: October 12, 2011

On-Sale: December 20, 2011

MARCH

FINISHING TOUCHES

Logs are only part of the log-home look. This extensive inventory of other materials and how they are used will show readers how to integrate them with their logs to add distinction and personality to their home.

- Non-Log Materials (stone, glass, flooring, roofing, drywall)
- Stairs & Railings
- Cabinets & Counters
- Character Posts & Beams
- Decks
- Trusses

Room Spotlight: Great Rooms

Ad Closing: November 28, 2011

Ad Materials Due: November 30, 2011

On-Sale: January 31, 2012

APRIL-MAY

GREAT PLACES TO LIVE

The log-home dream is almost as much about place as it is about the building. This issue will steer readers to perfect locations to build their dream home, regardless of whether it will be their permanent residence or a second home. It will also include destinations where people can enjoy a taste of log-home living.

- Top Spots to Build
- Vacation Locations
- Retirement Locations
- Buying Country Land
- Resort Communities
- Log Lodging (dude ranch, luxury lodging, family friendly, pet friendly)

Room Spotlight: Kitchens

Ad Closing: December 30, 2011

Ad Materials Due: January 4, 2012

On-Sale: March 6, 2012

BEST LOG HOMES OF THE YEAR 2012

Our second annual compilation of the most beautiful and intriguing log homes of the year.

Ad Closing: February 3, 2012

Ad Materials Due: February 8, 2012

On-Sale: April 17, 2012

JUNE

LONG-LASTING PROTECTION

Looks and longevity are two concerns of log-home owners. A special maintenance focus paints a realistic picture of what's involved in preserving a log home's good looks for many years and what steps might be involved in restoring a pre-owned log home to its original luster.

- Protect Your New Log Home
- Buying & Restoring an Existing Log Home
- Caring for Decks

Room Spotlight: Home Offices

Ad Closing: March 2, 2012

Ad Materials Due: March 7, 2012

On-Sale: May 15, 2012

JULY-AUGUST

CABINS

This issue explores the charm, history and modern reinterpretation of America's prototypical log dwelling. It is timed to coincide with the 2nd Annual National Log Cabin Month.

Room Spotlight: Lofts

Ad Closing: April 6, 2012

Ad Materials Due: April 11, 2012

On-Sale: June 19, 2012

SEPTEMBER

UPDATING YOUR HOME'S LOOK

Style makeovers are inevitable in homes that people live in for 20-plus years, and they can bring new interest to the logs themselves. This feature will examine modest to extreme makeovers to refresh the home's look.

Room Spotlight: Outdoors (Patios, Decks & Porches)

Ad Closing: May 18, 2012

Ad Materials Due: May 23, 2012

On-Sale: July 31, 2012



LOG HOME LIVING

2012 EDITORIAL & ADVERTISING CALENDAR



OCTOBER

2013 ANNUAL BUYER'S GUIDE

The 30th ABG will include everything consumers need to know to make their log-home dream a reality — and to get the most home for their budget. This back-to-basics issue covers planning, designing, buying, building and maintenance, along with lush-color photography, detailed floor plans, and directories of log-home producers, builder-dealers and suppliers to guide readers to reputable companies.

Ad Closing: June 15, 2012

Ad Materials Due: June 20, 2012

On-Sale: September 4, 2012

NOVEMBER/DECEMBER 2012

SENSE OF PLACE

Different locations suggest different styles of homes suited to their special settings. This issue will address the conventions of the three main log-home styles from the standpoint of design and decor.

- Mountain Living
- Lakeside Living
- Woodland Living

Room Spotlight: Game Rooms

Ad Closing: July 20, 2012

Ad Materials Due: July 25, 2012

On-Sale: October 9, 2012

JANUARY 2013

ENERGY EFFICIENCY

Even without ever-stricter code requirements, log homes imply heating and cooling efficiency. This issue reports on ways log homes achieve maximum comfort, starting with the building materials but going beyond to look at total house performance and alternatives to conventional heating and cooling.

Room Spotlight: Nooks

Ad Closing: August 31, 2012

Ad Materials Due: September 5, 2012

On-Sale: November 13, 2012

SPECIAL EDITIONS

DREAM HOME SHOWCASE

A variety of incredible dream homes, featuring a range of styles, decor, design and settings, showcasing the finest work of America's best home production companies, builders and architects.

Note: separate ad sizes & rate card apply.

Ad Closing: February 17, 2012

Ad Materials Due: February 22, 2012

On-Sale: April 24, 2012

DREAM HOME SHOWCASE OF PLANS

A variety of incredible dream homes, featuring a range of styles, decor, design and settings, plus page after page of floor plans to inspire any log home lover. Note: separate ad sizes & rate card apply.

Ad Closing: June 8, 2012

Ad Materials Due: June 13, 2012

On-Sale: August 21, 2012