



The best source of expert advice on using classic American period inspiration to decorate and furnish old homes and newly built traditional homes in fresh, creative ways.

The Design Exchange is a distinctive advertising section, offering targeted exposure, distributed in print and as an e-promo.

## JANUARY/FEBRUARY

WALLS & CEILINGS: PAINT, WALL COVERINGS AND DECOR  
Also: the decorated kitchen; wallpaper 101; Queen Anne houses; ventless fireplaces.

Design Exchange, special advertising section: wall coverings, interior paint and plaster, panel & wainscot, moldings and ornament.

**Ad closing: September 23, 2011**

**Ad materials due: September 28, 2011**

**On-sale date: November 29, 2011**

## MARCH/APRIL

KITCHENS & BATHS: MODERN DECOR, COLOR, APPLIANCE KNOW-HOW

Also: gingerbread and millwork for period kitchens; Victorian restoration; a pool terrace; 1950s house restored; Greek Revival style.

Design Exchange, special advertising section: kitchen and bath design and products — cabinets, flooring, faucets and sinks, appliances, lighting and hardware.

**Ad closing: November 28, 2011**

**Ad materials due: November 30, 2011**

**On-sale date: January 31, 2012**

## MAY/JUNE

EXTERIOR PAINT COLOR: ACCENTS AND HOW COLOR SCHEME DEFINES THE ARCHITECTURE

Also: design-statement roofs and siding; lighting 101; a beach house; modern rustic design; what to do with a bungalow; gardens and galleries in an 1832 house; garage doors.

Design Exchange, special advertising section: exterior finishes—epoxy to paint and stain. Also garages and gazebos.

**Ad closing: January 27, 2012**

**Ad materials due: February 1, 2012**

**On-sale date: April 3, 2012**

## JULY/AUGUST

WINDOWS, SHUTTERS, AND DOORS: TIMELINE OF HISTORIC DOORS, SHUTTER STYLES, SPECIALTY WINDOW GUIDE.

Also: new kitchen for a Peabody & Stearns house; dos and don'ts for blue-and-white color schemes; Arts & Crafts in a California casita; introducing Carpenter Gothic style; a historic garden; old-house curtains and window treatments.

Design Exchange, special advertising section: window dressing—architectural windows, awnings, shutters. Also exterior doors and entries.

**Ad closing: March 16, 2012**

**Ad materials due: March 21, 2012**

**On-sale date: May 29, 2012**

## SEPTEMBER/OCTOBER

FLOORING and FURNITURE: TIMELESS KITCHEN, COLONIAL REVIVAL TYPES, GARDEN IN AUTUMN, MATCHING FURNITURE AND HOUSE STYLE

Choosing the right floor is a matter of style, taste, and budget: guidance for special products, Colonial Revival homes, and kitchens.

Design Exchange, special advertising section: flooring—including tile and radiant heat systems

**Ad closing: May 11, 2012**

**Ad materials due: May 16, 2012**

**On-sale date: July 24, 2012**

## NOVEMBER/DECEMBER

LIGHTING AND DECORATIVE TILE: PERIOD LIGHTING SELECTION GUIDE; TILED FIREPLACES FOR VICTORIAN, ARTS & CRAFTS AND MODERN

Also: holiday decorating and gift ideas; how to approach your Italianate house.

Design Exchange, special advertising section: lamps & lighting; HVAC systems and fireplaces.

HOLIDAY EMPORIUM: gifts, accessories, themed goods.

**Ad closing: July 6, 2012**

**Ad materials due: July 11, 2012**

**On-sale date: September 18, 2012**

## SPECIAL EDITION

### THE DESIGN CENTER SOURCEBOOK

This annual special issue is one-of-a-kind, a selective yet comprehensive authority on products and services appropriate for the restoration/renovation market, AND for the upscale decorating market. The **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 product categories appear: House & Garden, Kitchens, Revival Baths, Wall & Floor Tiles, Flooring, Walls & Ceilings, Hardware, Lighting, Curtains to Carpets, Furniture & Decorative Accessories.

**Ad closing: February 10, 2012**

**Ad materials due: February 15, 2012**

**On-sale date: May 1, 2012 & August 14, 2012**

**DIGITAL  
EDITION  
AVAILABLE**