

## 2020 Media Kit



# 1 The Austin Home Reader

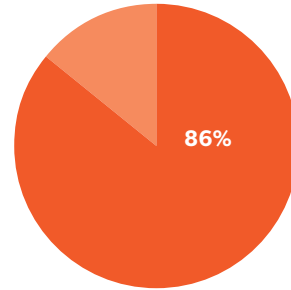


Austin Home readers are just like the homeowners in its stories: Discerning. Stylish. Affluent. They see something they like, and they have the means to buy it.

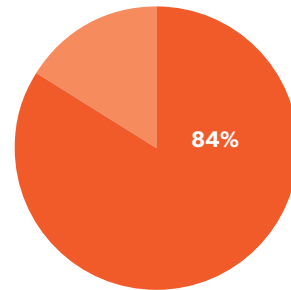
Age	%
34-45	16
46-55	29
56-65	29
66-75	19

Status	%
Married	79
Single	21
Homeowner	99
Children at home	57

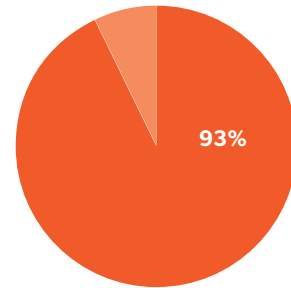
Education	%
Completed College	69
Completed Graduate School	34



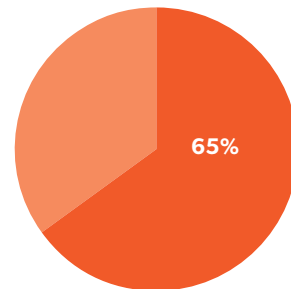
Home valued over \$500K



Household income over \$125K



Net worth over \$1 million



Home equity range over \$100K

# AUSTIN HOME

Austin & The Hill Country

# 2 Distribution

Austin Home reaches affluent homeowners in Central Texas.

### TOTAL DISTRIBUTION

25,000

### HOME DELIVERY

17,250

Austin Home arrives in the mailboxes of affluent homeowners in Austin and the Hill Country with special interests in home furnishings and design.

### INDUSTRY PROFESSIONALS

4,250

Advertisers and a targeted list of designers, architects, builders, etc.

### NEWSSTAND AUSTIN AND THE HILL COUNTRY

3,500

Sold at BookPeople, Central Market and more.

### FALL AIA HOME TOUR

+4,000

Additional copies of the fall issue are printed and distributed at the AIA Homes Tour.



### SOLD AT

- AAA News
- Barnes & Noble
- BookPeople
- Booksamillion
- Central Market
- Costco
- H-E-B
- Randall's
- Sprouts Farmers Market
- Walgreens
- Wheatsville Co-op
- Whole Foods



# AUSTIN HOME

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# 3 Editorial

With its eye-catching design and informative articles, *Austin Home* highlights the latest decor trends, expert tips from interior designers and architects, new home goods and furniture stores in town, and the most innovative indoor and outdoor home designs in Central Texas.

In each issue of *Austin Home*, readers will find:

- expert tips from Central Texas interior designers and architects
- information on new home goods and furniture stores in town
- the latest decor trends
- features on innovative indoor spaces
- articles on beautiful backyard and outdoor designs

## SPRING 2020

Innovation Issue

## SUMMER 2020

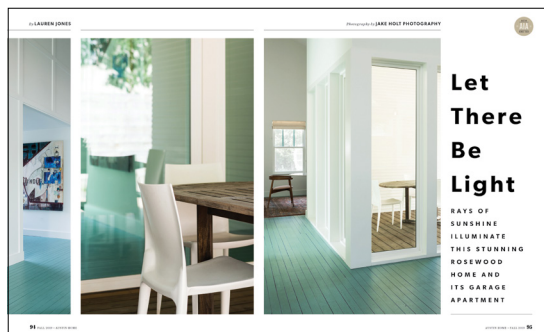
Outdoors Issue

## FALL 2020

AIA Austin Homes Tour Issue

## WINTER 2020

Color Issue



# AUSTIN HOME

Austin & The Hill Country

# 4 Rates & Ad Specifications

## GENERAL RATES

	1X	4X
2-Page Spread	\$5500	\$4500
Full	\$3250	\$2750
1/2*	\$1750	\$1500

All rates are NET per insertion. \*All 1/2 page ads will be placed in back of magazine after the Resource Guide.

## BONUS

Inquire about our combination discount available for advertisers in both *Austin Home* and *Austin Monthly*.

## COVERS

	4X
Inside Front	\$3500
Inside Back	\$3250
Back	\$4000

## GENERAL DEADLINES

ISSUE	SPACE & MATERIAL	ON SALE
Spring	1/3	2/25
Summer	4/1	5/26
Fall	7/1	8/25
Winter	10/1	11/24

## REQUIREMENTS:

- All spot colors must be converted to CMYK.
- *Austin Home* does not accept files created in Microsoft Publisher or Word.
- Press-ready PDF or high resolution, flattened JPGs are preferred.
- Finished ad must be correctly sized.
- Ad can be supplied on a CD-ROM or ZIP with an optional color Match Print, Press Proof, Kodak Proof or a similar proof of high resolution. Color proof must include crop marks. A color laser or inkjet proof will not be an acceptable color guide for an ad.
- *Austin Home* is a heat-set web, perfect-bound publication.
- Screen ruling is 150-line screen. Page trim size is 9 x 10.875.
- *Austin Home* does not accept film.

## INDESIGN

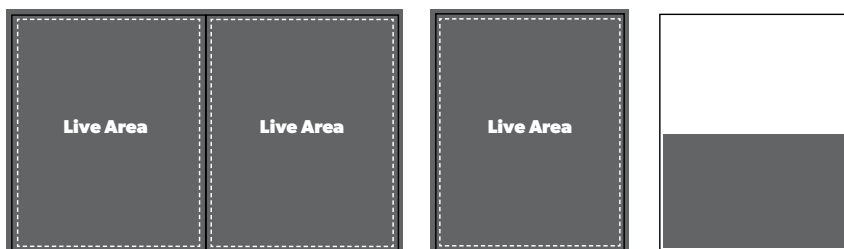
MUST include press-ready PDF of ad. If sending native files, document MUST also be collected for output and include all high-resolution images, fonts and reports. Spot colors are not acceptable unless set up to separate into CMYK.

## PHOTOSHOP

Images must be CMYK, at least 300 dpi. JPG is preferred file format. Save in Mac format. Please send FLATTENED files only.

## ILLUSTRATOR

Any fonts must be in outlined vector format. Files created on a PC must be saved as an EPS.



**2-PAGE SPREAD WITH BLEED**  
18.25 x 11.125  
Trim (18 x 10.875)  
Live Area (8.25 x 10.125) per page

**FULL PAGE WITH BLEED**  
9.25 x 11.125  
Trim (9 x 10.875)  
Live Area (8.25 x 10.125)

**1/2 PAGE**  
Horizontal  
8 x 4.75

You must add an additional 1/4 inch for bleed ON ALL FOUR SIDES of ad so we can choose between left and right placement. Please confirm placement with sales rep before sending ad with bleed.

## LIVE AREA

The area on a page where you can safely place body copy or other important information. All text must be at least 3/8" away from trim and gutter to keep within the live area.

## BLEED

Extra image that extends beyond the edge of the page. When trimmed this ensures the ad will not have a white line down the edge due to cutting variation during printing.

## TRIM

The edge of the printed page after bleed has been cut off. All measurements indicate trim in inches.

Send ads to [ads@austinhomemag.com](mailto:ads@austinhomemag.com)

# AUSTIN HOME

**Austin & The Hill Country**