

LIFESTYLE MAGAZINE | 2026 MULTIMEDIA GUIDE

inRegister



FOR MORE INFORMATION ON ADVERTISING, CONTACT SADIE AT SADIE@INREGISTER.COM

Audience Profile

Meet The inRegister READER

Age: Millennials, Gen X, Baby Boomers

(Family, Home, Established household decisions)

Avg. Household Income: \$173,000+

Gender: 87% Female / 13% Male

Top Occupations: Business Owners, Creatives & Designers, Healthcare, Real Estate, Legal & Financial, Non-profit, Education

Top Interests: Homes & Interior design, Dining, Weddings, Philanthropy, Wellness & Beauty, Aesthetic Services, Fashion & Style, Arts, Social Events, Travel, Luxury Goods.



AFFLUENT | INFLUENCIAL | HIGHLY ENGAGED



Living in higher-value homes (**\$489,000 median home value**) shows they prioritize quality and style, investing in design, remodeling, and luxury home goods.



Weddings are key "society moments," with readers eager to see details and share within their circles.



Responds well to authentic, story-driven advertising. **74%** contacted a business after engaging with an ad or story driven content.



Deeply invested in family, community, and giving back through nonprofits and local causes.

72%

MARRIED

76%

COLLEGE OR POST-GRADUATE DEGREE

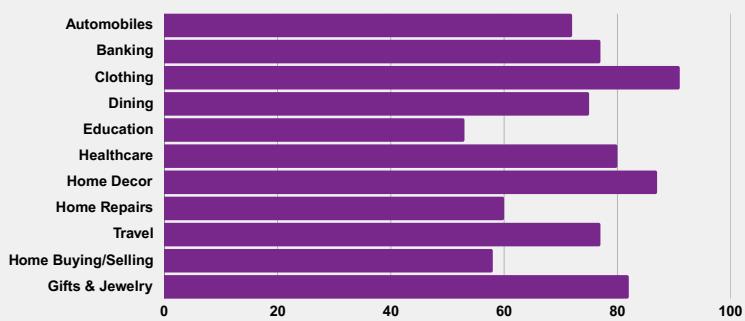
36%

DINE OUT OUT 2 OR MORE TIMES PER WEEK

95%

OWN A HOME

HOUSEHOLD DECISION MAKERS



inRegister

Our Print & Digital Footprint

10,000+ magazines mailed monthly to the top home-value neighborhoods in the Capital Region.

70809

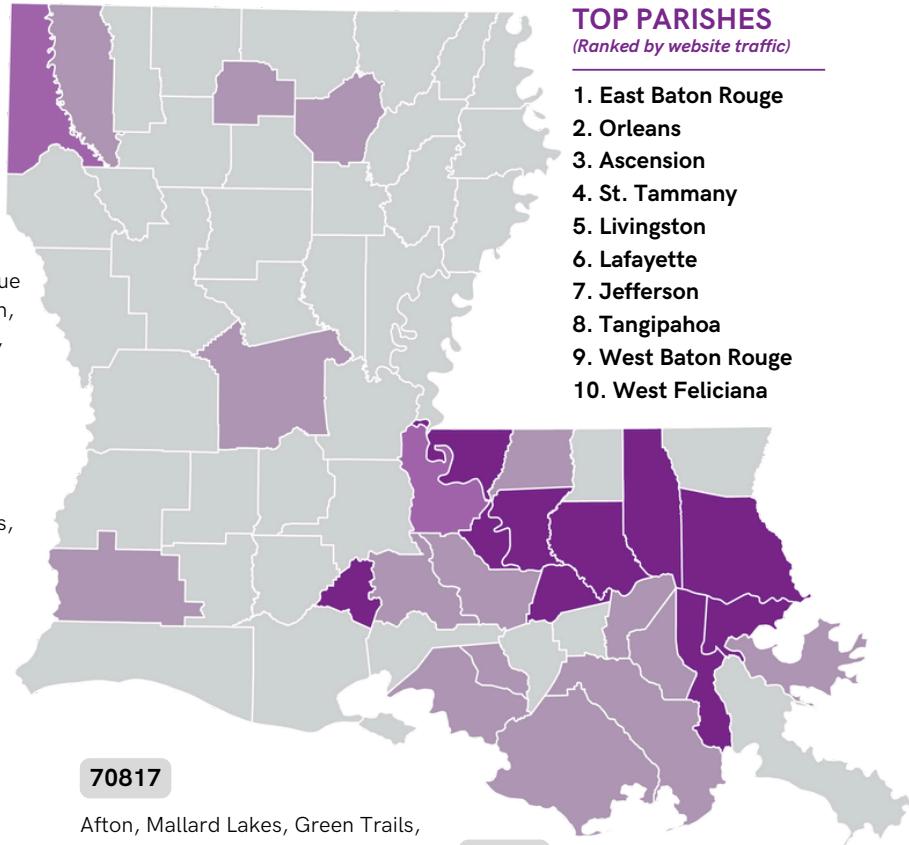
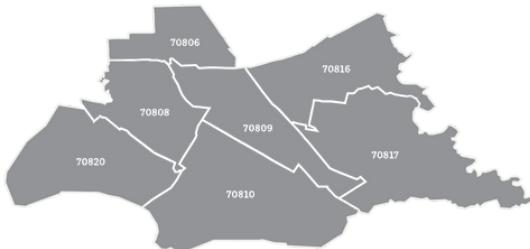
Jefferson Place / Bocage Bocage Lakes, Rue Beauregard, Rue Bienvenue, Donray, Afton, Dove Hollow, Fairway Drive, Jamestowne, Stone's Throw, Valhalla

70810

Windermere, Oakbrook, University Club, The Lakes at Highland, Lexington Estates, Country Club of Louisiana, Pecan Shadows, Highland Crossing, Five Oaks, Myrtle Hill, Kensington Estates, The Settlement at Willow Grove, The Preserve, Santa Maria

70806

Old Carriage Lane, Wayside, LaSalle Parc, Rue Provence, Oak Alley, Old Plantation Lane, Old Sturbridge, Rue Henri, Crown Oaks, Adelia



70817

Afton, Mallard Lakes, Green Trails, White Oak Landing, Long Farm

70808

Lakeshore Drive, Province Lane, Burden Lane, Woodgate, Woodstone, Plantation Trace, Pond on Hart's Mill, Pollard Estates, Rouzan

70820

Laurel Lakes, Laurel Estates, Riverbend, Pointe-Marie

46k+
Average Monthly
Pageviews

24k+
Social Media
Followers

1:20+ MIN
Average time
spent with content

11k+
@Home e-newsletter
subscribers with an average
open rate of 40%+

Connect with our premium audience to drive quality traffic and convert leads.

Contact sadie@inregister.com or call (225) 214-5225 to get started.

2026 FOCUS CALENDAR

WHAT TO EXPECT ON OUR PAGES



JANUARY COVER STORY

Weddings

SPECIAL ADVERTISING

Wedding Announcements

After Glow

DEADLINES

Profile Deadline: 11/24/2025

Space Deadline: 12/03/2025

Artwork Deadline: 12/12/2025



FEBRUARY COVER STORY

Homes & Interiors

DEADLINES

Profile Deadline: 12/23/2025

Space Deadline: 01/07/2026

Artwork Deadline: 01/16/2026



MARCH COVER STORY

Cuisine

SPECIAL ADVERTISING

Parenting Parents

DEADLINES

Profile Deadline: 01/23/2026

Space Deadline: 02/04/2026

Artwork Deadline: 02/13/2026



APRIL COVER STORY

Arts

SPECIAL ADVERTISING

Inspire

DEADLINES

Profile Deadline: 02/27/2026

Space Deadline: 03/11/2026

Artwork Deadline: 03/20/2026



MAY

COVER STORY

Homes & Interiors

SPECIAL ADVERTISING

Spaces

DEADLINES

Profile Deadline: 03/26/2026

Space Deadline: 04/08/2026

Artwork Deadline: 04/17/2026



JUNE WEDDINGS COVER STORY

Weddings

SPECIAL FEATURE EXCLUSIVE

Wedding Vendor/Party Planners

DEADLINES

Profile Deadline: 04/24/2026

Space Deadline: 05/06/2026

Artwork Deadline: 05/15/2026



JULY* SUMMER EDITION COVER STORY

Homes + Interiors

DEADLINES

Profile Deadline: 05/29/2026

Space Deadline: 06/10/2026

Artwork Deadline: 06/19/2026



AUGUST COVER STORY

Capital Gala

SPECIAL ADVERTISING

GLOW

DEADLINES

Profile Deadline: 06/26/2026

Space Deadline: 07/08/2026

Artwork Deadline: 07/17/2026



SEPTEMBER COVER STORY

Women with a Cause

SPECIAL ADVERTISING

Faces of Community

DEADLINES

Profile Deadline: 07/24/2026

Space Deadline: 08/05/2026

Artwork Deadline: 08/14/2026



OCTOBER COVER STORY

Homes & Interiors

SPECIAL ADVERTISING

At Your Service

DEADLINES

Profile Deadline: 08/28/2026

Space Deadline: 09/09/2026

Artwork Deadline: 09/18/2026



NOVEMBER COVER STORY

Entertaining

SPECIAL EDITION ISSUE

Giving Guide

DEADLINES

Profile Deadline: 09/25/2026

Space Deadline: 10/07/2026

Artwork Deadline: 10/16/2026



DECEMBER COVER STORY

Holiday Homes

DEADLINES

Profile Deadline: 10/23/2026

Space Deadline: 11/04/2026

Artwork Deadline: 11/13/2026

PARTNER RATES

PARTNER RATES

SIZE	12X	8X	4X	1X
Two-Page Spread	\$3,680	\$4,310	\$4,930	\$5,725
Full Page	\$1,990	\$2,330	\$2,665	\$3,095
1/2 Page	\$1,370	\$1,600	\$1,810	\$2,050
1/4 Page	\$995	\$1,165		

PREFERRED POSITION PAGES	
Back Cover	\$3,250
Inside Front Cover	\$3,030
Inside Back Cover	\$2,775
Page 3, 4, & 5	\$2,775
Opposite Table of Contents	\$2,775
Opposite Publisher's Letter	\$2,775

Guaranteed placement: 15% premium of total ad cost

SPECIAL ADVERTISING OPPURTUNITIES

DIGITAL SPONSORED CONTENT

4 SLOTS FOR DIGITAL ONLY

OUR WRITER COLLABORATES WITH YOU TO WRITE AN ARTICLE THAT WILL BE PUBLISHED IN INREGISTER@HOME AND INREGISTER.COM AS WELL AS INR SOCIAL MEDIA.

\$1,425 1 article

PRO-TIP - ADD A 3 OR 4-PART BLOG SERIES TO REPURPOSE YOUR ARTICLE AND EXTEND THE CAMPAIGN.

\$250 per blog

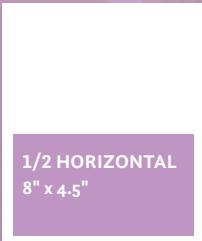
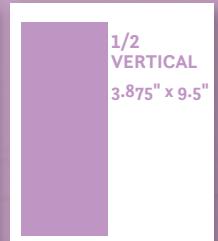
SPONSORED CONTENT

- ADVERTORIAL ARTICLE WRITTEN BY STAFF WRITER
- PRINT ALSO INCLUDES DIGITAL ARTICLE PUBLISHED ON INREGISTER.COM

\$3,500 / \$3,025 4+

DOUBLE TRUCK
BLEED
18" x 10.75" trim
plus 0.125" bleed

FULL BLEED
9" x 10.75" trim
plus 0.125" bleed



TRIM SPECIFICATIONS: 9" x 10.75"

BLEED SPECIFICATIONS: Add 0.125" to all four sides of trim Safe Area

SPECIFICATIONS: Keep all important text & graphics .25" away from the trim edge



OUR DIGITAL APPROACH

VIDEO BILLBOARD ADS

2 SLOTS PER MONTH

A TOP BANNER BILLBOARD WITH 100% SHARE OF VOICE LIVE FOR 7 DAYS.
(client must provide YouTube link for video)

\$1,575 With Video Embedded (Templated)

\$1,275 No Video (Custom Design)

STICKY UNIT

2 SLOTS PER MONTH

CAPTURE YOUR AUDIENCE'S FULL ATTENTION WITH A PREMIUM STICKY BANNER AD THAT DELIVERS 100% SHARE OF VOICE ACROSS BOTH DESKTOP AND MOBILE. LIVE FOR 7 DAYS.

\$1,275

INTERSTITIALS

3 SLOTS PER MONTH

A POP-UP AD WITH 100% SHARE OF VOICE LIVE FOR 7 DAYS.

(SHOWN ONE TIME TO A VISITOR IN A 24-HOUR PERIOD)

\$1,995

INR SOCIAL AD CAMPAIGNS

3 SLOTS PER WEEK

RUN A COBRANDED SOCIAL AD CAMPAIGN TARGETING INR WEBSITE VISITORS, SUBSCRIBERS, AND FOLLOWERS. CHOOSE A CAMPAIGN TYPE BASED ON YOUR GOAL. THE CAMPAIGN RUNS FOR 7 DAYS AND REACHES AN ESTIMATED 8,000 INR FANS.

\$1,550

\$1,250 (4x rate)

PRO-TIP- ADD THE MELARA SOCIAL REEL DEVELOPMENT PACKAGE FOR CUSTOM VIDEO CONTENT CREATED BY OUR DIGITAL OPS TEAM.

INR SPONSORED SOCIAL POST

3 SLOTS PER MONTH

\$750 INCLUDES UP TO 12 IMAGES (SCROLL)

\$500 IMAGE OR REEL (POST)

* FACEBOOK AND INSTAGRAM

DIGITAL BANNER ADS

10 SLOTS

YOUR BANNER ADS ROTATE ON INREGISTER@HOME E-NEWSLETTER AND INREGISTER.COM FOR 30 DAYS.

PREMIUM - DOMINANT SHARE OF VOICE IN THE TWICE-WEEKLY E-NEWSLETTER AND WEBSITE AND INCLUDES TOP BANNER IN E-NEWSLETTER
(5 SLOTS PER MONTH).

\$1,050 per month (12 months)

\$1,250 per month

STANDARD - AD PRESENCE IN THE TWICE-WEEKLY E-NEWSLETTER AND WEBSITE
(5 SLOTS PER MONTH)

\$1,075 per month

\$850 (12x rate)

INR BLOGS

2 SLOTS PER WEEK

PARTNER WITH OUR CONTENT TEAM TO CREATE A 4-WEEK BLOG SERIES SPOTLIGHTING YOUR BUSINESS AND SERVICES. PUBLISHED WEEKLY IN INREGISTER@HOME, DELIVERED TO OVER 13,000+ SUBSCRIBERS AND LIVES ON INREGISTER.COM. THE 100- 150-WORD BLOGS ARE WRITTEN BY OUR CONTENT CREATOR.

\$1,050 4 Part Series

PRO-TIP - INCLUDE A POLL EMBEDDED IN YOUR BLOG TO COLLECT DATA OR MEASURE PUBLIC OPINION. **ADD \$200**.

INR CO-BRANDED EMAIL

3 SLOTS PER MONTH

DEPLOY A MESSAGE "FROM OUR PARTNERS" WITH CUSTOM IMAGES AND CONTENT DIRECTLY TO INR SUBSCRIBERS. VIDEOS CAN BE LINKED.

\$2,400

\$2,000 (4x rate)

PRO-TIP - ADD A DRIP CAMPAIGN AND REDEPLOY YOUR EMAIL TO THE OPENS WHO DID NOT CLICK FOR INCREASED ENGAGEMENT. **ADD \$500**.
(EMAIL IS DEPLOYED WITHIN 5 BUSINESS DAYS)

SOCIAL REEL DEVELOPMENT

INCLUDES A
PREPRODUCTION CALL
1 HOUR 1 LOCATION
EDITING (1 ROUND OF
REVISIONS)
1 SOCIAL MEDIA ASSET.
\$399

SOCIAL REEL EDITING

CLIENT PROVIDES HIGH
QUALITY IMAGES AND/OR
VIDEO FOR OUR TEAM TO EDIT.
\$75.00 per hour

SOCIAL DEVELOPMENT PACKAGE

INCLUDES A
PRE-PRODUCTION CALL
2 HOUR SHOOT 1 LOCATION
EDITING (1 ROUND OF
EDITS)4 SOCIAL MEDIA
ASSETS (30 SEC SPOTS)
\$895

(MUST HAVE (3) SOCIAL
AD CAMPAIGNS ALREADY
BOOKED TO UTILIZE
DEVELOPMENT PACKAGES)

HEAR FROM OUR PARTNERS

“

INREGISTER MAGAZINE HAS BEEN INSTRUMENTAL IN KEEPING MY DESIGN BUSINESS AT THE FOREFRONT OF OUR LOCAL MARKET. THE CONSTANT VISIBILITY HAS BEEN A GAME-CHANGER, HELPING ME REMAIN TOP-OF-MIND WITH POTENTIAL CUSTOMERS. AFTER YEARS OF ADVERTISING WITH INREGISTER, I CAN CONFIDENTLY SAY IT'S ONE OF THE BEST MARKETING DECISIONS I'VE MADE FOR MY BUSINESS.”

”

Rachel Cannon

RCL Interiors

“

WE RECENTLY HAD A BRAND NEW CLIENT COME INTO THE STORE SAYING THEY FOUND OUT ABOUT US FROM OUR LATEST INREGISTER PRINT AD. WE WERE THRILLED TO FIND THIS NEW CUSTOMER VALUED OUR BRAND FROM BEING TRUSTED BY INREGISTER.”

”

Doug Gorman

Gorman Brothers, Owner

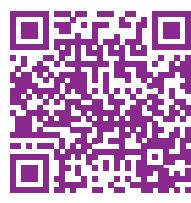
“

ADVERTISING WITH INREGISTER HAS BEEN A FANTASTIC WAY FOR US TO CONNECT WITH THE LOCAL COMMUNITY. THEY HAVE BEEN INSTRUMENTAL IN BOOSTING OUR VISIBILITY AND CONNECTING US WITH THE RIGHT AUDIENCE!”

”

Sarah Armstead

LSU Alumni, Marketing Manager



LEARN MORE ABOUT HOW TO UPLOAD AD MATERIALS, CHECK ANALYTICS, AND PAY INVOICES THROUGH OUR CONVENIENT CLIENT PORTAL

MAGAZINE AD
SECTION SPONSOR
BANNER ADS

BRANDING

HOME + DESIGN HAPPY HOUR - SPRING
WEDDING HOT OFF THE PRESS
AUGUST HOT OFF THE PRESS
HOME + DESIGN HAPPY HOUR - FALL

EVENTS

MAGAZINE PROFILES
SPONSORED CONTENT
BLOGS

INTEREST

SOCIAL MEDIA ADS
EMAIL MARKETING

CONSIDERATION

INR RETARGETED ADS
INTERSTITIALS
HIGH IMPACT ADS

ACTION

EMAIL MARKETING
AND SOCIAL MEDIA
CAMPAIGNS

RETENTION

melaraenterprises

inRegister

GREATER BATON ROUGE
BusinessReport

225