

NEW ORLEANS
HOMES
& LIFESTYLES

2018 MEDIA KIT

THE ONLY
LOCAL HOME
MAGAZINE





SPRING

Renovated Home of the Year
 Featured Home
 Kitchens
 Gardens
 Best of Home Readers Survey
 Trendwatch: Pets
 Expert Advice: Freshening Your Decor

Partnering Events

New Orleans Home & Garden Show
 Sacred Heart Home Tour
 Queens in the Garden
 Fête Maison

Advertising Section

Shop (Product Spotlight)
 In Home
 Resource Directory

Deadlines

Space Deadline: Feb. 2
 Ad Section Deadline: Feb. 6
 Artwork Deadline: Feb. 9

SUMMER

(Outdoor Issue)
 Multiple Featured Homes
 Outdoor Entertaining
 Pools, Porches, Patios
 Best of Home Ballot Results
 Trendwatch: Pool Decor
 Expert Advice: Backyard Living

Partnering Events

Parade of Homes
 Fête Maison

Advertising Section

Shop (Product Spotlight)
 In Home
 Resource Directory

Deadlines

Space Deadline: May 3
 Ad Section Deadline: May 4
 Artwork Deadline: May 7

AUTUMN

New Home Construction of the Year
 Featured Condo
 2018 Design Masters
 Designer's Home
 Trendwatch: Lighting
 Expert Advice: Art & Antiques

Partnering Events

Design Masters Awards
 Pontchartrain Home Show
 Fête Maison

Advertising Section

Shop (Product Spotlight)
 In Home
 Resource Directory

Deadlines

Space Deadline: Aug. 3
 Ad Section Deadline: Aug. 6
 Artwork Deadline: Aug. 9

WINTER

Multiple Featured Homes
 Kitchens & Baths
 Winter Entertaining
 Trendwatch: Pillows & Blankets
 Expert Advice: Stone, Floor & Tile

Partnering Events

PRC Holiday Home Tour
 NOLA Home Show
 Fête Maison

Advertising Section

Shop (Product Spotlight)
 In Home
 Resource Directory

Deadlines

Space Deadline: Nov. 5
 Ad Section Deadline: Nov. 7
 Artwork Deadline: Nov. 9

IN EVERY ISSUE

Style: The latest furniture, home accents and gifts **Artist Profile:** Behind the scenes with a local artist **Gatherings:** Seasonal recipes **For the Garden:** Tips on gardening and other outdoor news **Living with Antiques:** Trends and tips for antique-lovers **Masters of their Craft:** Profiles on local talent **Trendwatch:** Photographs of unique home accessories, with a cohesive theme **Home Renewal:** Suggestions and helpful advice for home improvement **Resources:** An index of vendors who have been listed throughout the magazine **Expert Advice:** Interviews with professionals on a range of topics pertaining to the home **Inspiration Board:** Our pick for seasonal styling **Last Indulgence:** Our editor's pick of a luxury item

READERSHIP INFORMATION

New Orleans Homes & Lifestyles is the premier and only home magazine of New Orleans. Our editors scout the finest homes and look for the newest trends to deliver compelling, award-winning editorial and design to our readers. In every issue, we partner with organizations and expand our readership to deliver more readers to our advertisers.



GENDER

Female 82%
Male 18%

AGE

Median age 54
Between 35-64 75%

INCOME

Average annual household earns \$202,000
Earns \$150,000 - \$499,000 annually 26%

EDUCATION/OCCUPATION

Have a four-year degree 64%
Hold a professional/managerial/sales position 50%

HOME

Are homeowners 88%
Median market value of home \$415,000
Median household net worth \$1.3 million

READER TRENDS

Look at a single issue 2-4 times 65%
Share their copy 77%
Keep their copy for 3 months or longer 60%
Never throw away issues 21%
Lived in La. for more than 10 years 54%

AS A RESULT OF READING NEW ORLEANS HOMES & LIFESTYLES, READERS...

Read the advertisements 73%
Saved items of interest 44%
Bought a product or service 91%
Found the advertising helpful in making purchasing decisions 88%

DISTRIBUTION

New Orleans Homes & Lifestyles is sold at more than 200 newsstands throughout Louisiana, Texas, Arkansas and Mississippi and nationwide at Barnes & Noble, Books-A-Million, B. Dalton and Waldenbooks. For an up-to-the-minute list of all locations, visit NewOrleansHomesAndLifestyles.com.

MAILED TO THE FOLLOWING ORGANIZATIONS, IN ADDITION TO PAID SUBSCRIBERS

American Society for Interior Designers
Home Builders Association of Greater New Orleans
Friends of City Park
Preservation Resource Center of New Orleans
American Institute of Architects

EXTRA DISTRIBUTION

Designer Show Houses
New Orleans Home & Garden Show
Parade of Homes
PRC Holiday Home Tour
Fête Maison
Nola Home Show
Pontchartrain Home Show
Latter and Blum Real Estate
Dorian Bennett
Design Masters
PRC Shotgun Tour
Louisiana Architectural Foundation Film Festival
New Orleans Architecture Foundation Home Tour
Revolution Realty
Keller Williams
Design Symposium at Longvue Garden
And many retail stores throughout Louisiana

If you would like to become a local newsstand location for New Orleans Homes & Lifestyles, please call (504) 828-1380.

BREAKFAST WITH THE EDITOR

Each quarter, the *New Orleans Homes & Lifestyles* team meets with a select group of local design industry professionals to discuss trends, what's new with their businesses and to network. This intimate breakfast with the magazine's editor, Melanie Warner Spencer, and art director, Tiffani Reding Amedeo, is also chance to find out how to best submit your news and projects for consideration to the editorial team and to learn more about the publication and our other editorial offerings.



TELEVISION

Four times per year, *New Orleans Homes & Lifestyles* editor Melanie Warner Spencer appears as a guest expert on the WWLTV Morning Show on WUPL to report on the latest home design and entertaining tips and trends.

2018 RATES & SPECIFICATIONS

NET RATE PER INSERTION

SIZE	1 ISSUE	2 ISSUES	4 ISSUES
2 Page Spread	\$6,825	\$5,800	\$5,120
Back Cover	\$4,500	\$3,865	\$3,415
Inside Front Cover	\$4,375	\$3,720	\$3,280
Inside Back Cover	\$4,200	\$3,570	\$3,150
Full	\$3,500	\$2,900	\$2,560
1/2	\$2,080	\$1,800	\$1,600
1/4	\$1,120	\$950	\$800

DIGITAL MONTHLY RATES

AD PLACEMENT	SIZE	LOCATION	NET RATE
MyNewOrleans.com			
Banner Ad	728 x 90 pixels	Run of Site	\$895
Button Ad	300 x 250 pixels	Run of Site	\$695
Combo (Banner & Button Ads)		Run of Site	\$1,295
Online Video	Custom	Exclusive	By Request
Blog Sponsorship	Custom	Exclusive	By Request
E-Newsletters			
Banner Ad	728 x 90 pixels		\$395
Custom E-Newsletter	600 pixels wide	Exclusive	\$1,495
Digital Magazine			
Full Page Only	7x10 inches	Far Front Forward ..	\$1,000
Social Media			
Facebook			\$295 per post
Twitter			\$295 per post

Creative for online advertising due 7 days prior to live date unless otherwise specified

FOR MORE INFORMATION

Brooke LeBlanc, Sales Manager
504/830-7242 | Brooke@MyNewOrleans.com

Zane Wilson, Sales Executive
504/830-7246 | Zane@MyNewOrleans.com



SPECIFICATIONS

SIZE	WIDTH X HEIGHT (INCHES)
Full Page Bleed	8.375 X 11.125
Trimmed To	8.125 X 10.875
Live Area	7 X 10
Full (Non Bleed)	7 X 10
1/2 Vertical	3.3125 X 10
1/2 Horizontal	7 X 4.875
1/4 Square	3.3125 X 4.875

BILLING: All advertising invoices are due and payable upon receipt. Any invoice outstanding after 30 days will incur late fees and interest and is subject to collection fees if unpaid. Publisher reserves the right to require advanced payment for all first time advertisers or any account with delinquent past payment history. All political advertising, sponsorships, events and booths are required to prepay. Advertisers with accounts carrying balances older than 90 days past due will not be allowed to advertise until their account is current. In the event Advertiser and/or Agency default in payment of bills, Advertiser and/or Agency shall be totally liable for all collection costs, including but not limited to reasonable attorney's fees and court costs incurred by Publisher in the collection of said bills. In addition to bearing the above-referenced costs and fees, any advertiser and/or Agency which fails to comply with the terms of payment specified herein forfeits any discount to which it would otherwise be entitled and agrees to bear the complete, open rate and non-discounted price of the advertising ordered. Should Advertiser fail to fulfill its contract Publisher will bill Advertiser for the balance owed for the contract. Cover positions are non-cancelable. Advertising space may not be cancelled within 10 days of the space deadline. In the event of a cancellation or change in an advertisement, cancellation or change should be submitted in writing to the Publisher prior to 10 days of the space deadline date. The cancellation fee is 50% of the contract rate or \$500, whichever is greater. All special inserts, events, booths, belly bands or tip-ins are non-cancelable.

Usage Fee: All publications contain copyrighted material. Therefore, all advertisers who wish to use ads created by Publisher, for use in other publications or websites must request permission in writing to the Publisher and pay a usage fee of 25% of the Advertising rate or \$250 whichever is greater.

ACCEPTABLE FILE FORMATS: Adobe Illustrator, Adobe Photoshop and PDFs created with Acrobat Distiller only.

IMAGES: All images/scans should be 300 dpi saved as a TIFF or an EPS. We cannot accept JPEG images or Pantone/PMS or RGB colors or 72 dpi (i.e., image pulled from a website). All images provided on disk must be in CMYK format and color corrected. We are not responsible for color on RGB or PMS files that must be converted to CMYK. Please make sure process separation is checked for all process color builds. BW scans should be saved as grayscale or bitmap.

TRIM AND BLEED SPECIFICATIONS: Please make sure document's dimensions are correct. Build pages to trim size and, if bleed, extended dimensions beyond page edges by a minimum of 1/8". Keep live matter 5/16" from trim size. Bleed allowance: 1/8".

AD SUBMISSION: Please include the name of your company and name of publication in the subject line when submitting your artwork to your account executive. If there are any questions regarding these specifications, please contact production at (504) 828-1380. For larger files, Renaissance Publishing has an upload site that clients may access. For instructions on using the upload site, please call our office at (504) 828-1380. Should you request a hi-res working file of your ad, there will be a charge of 25% of ad cost or \$250 whichever is greater.

