

HOMEFRONT™

The art of living

Only HOMEFRONT™ offers discriminating purchasers a unique source for the very best in design, lifestyle, spa, travel and celebrity interviews.

- **PUBLISHED: Spring, Summer, Fall and Winter**
- 406,000+ readers in print and online
- Hand-delivered to select homes and showrooms
- Custom mailing to interior designers and architects
- Available on newsstands and through exclusive partnerships
- High retention with affluent audience —a coffee-table reference piece
- Exclusive editorial features

AD RATES		TWO INSERTIONS	FOUR INSERTIONS
Full-page colour		\$4,350	\$4,100
1/2-page colour		\$2,975	\$2,850
1/4-page colour		\$1,800	\$1,680
Double-page spread		\$6,900	\$6,700
PREMIUM POSITIONS	Outside Back Cover	\$6,000	\$5,700
	Inside Front Cover	\$5,200	\$4,950
	Inside Back Cover	\$4,800	\$4,550
	Facing contents page	\$4,600	\$4,400
INSERTS & OUTSERTS			
Polybag Outserts*		\$135 / 1000	
Magazine Inserts*		\$110 / 1000	
*PLUS one page of advertising. Inserts and Outserts may be subject to mechanical and weight surcharges.			

WEBSITE BANNER	
HOMEPAGE	\$ 225/1 month \$ 605/3 months \$ 1,115/6 months

OPTIONS AVAILABLE	
CUSTOM COVER	\$ 7,850
Includes full-page advertisement and 500 customized copies of HOMEFRONT.	
E-MAILING WITH HOMEFRONT	\$ 1,800
Permission-based, qualified e-list mailing to 15,000 interior designers, architects and decorators. <i>Creative design services are available.</i>	
PROMOTIONAL PROGRAMS	Custom programs to meet targeted marketing objectives.

MECHANICAL SPECIFICATIONS:

DOUBLE PAGE SPREAD

Live area	16 3/4" X 11"
Trim size	18" x 11 3/4"
Bleed size	18 1/4" x 12"

FULL PAGE

Live area	8 1/4" x 11"
Trim size	9" x 11 3/4"
Bleed size	9 1/4" x 12"

1/2 PAGE

9" x 5 3/4"

1/4 PAGE

4 3/8" x 5 3/4"

DESIGN SHOWCASE

(no bleed) 4" x 5"

TECHNICAL REQUIREMENTS:

PRESS READY PDF with all fonts outlined, bleeds and trim marks at a resolution of 350 lines per inch. Please include a colour proof of the advertisement created from the pdf submitted. Please send all ad files or download links to dostal@bcsgroup.com.

For full page, half page and quarter page ads allow 5/8" safety area from trim and 1/8" bleed on all sides.

PLEASE NOTE: A \$50 fee will be applied for verification and quality control.

ADVERTISING CLOSING DATES:

ISSUE	SPACE	MATERIAL	RELEASE
Spring 2018	February 9	February 23	April 13
Summer 2018	May 4	May 18	June 22
Fall 2018	August 10	August 24	September 21
Winter 2018/19	November 09	November 16	December 21

For more information contact: **Rick Seymour, BCS Communications Ltd.**

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