

atomic

MIDCENTURY MARVELS

ranch



MEDIA KIT

2018

What is the **Atomic Ranch**



After WWII, there was a large building boom to alleviate America's severe housing crunch. Across the nation, millions of tract homes were constructed in virtually every state, and the single-story ranch and its stylish cousin, the modernist tract home, became popular. That aesthetic lasted through the "atomic age," well into the 1970s, when 75% of all new homes were in the ranch style.

Postwar neighborhoods from coast to coast are now considered historic, and their homes are embraced by a new generation of owners.

Atomic Ranch celebrates Midcentury Modern home architecture design, focusing on the homeowners' experience and lifestyle, from renovations and remodels to furnishings and décor with minimalist style. With one million engaged annual readers, *Atomic Ranch* reaches America's affluent, educated, passionate midcentury enthusiasts.



Advertiser BENEFITS:

- Long Shelf Life
- Reach our targeted, loyal readers.
- Gain valuable editorial exposure.
- Connect with our affluent, Engaged homeowner at reasonable rates.



Testimonials

"*Atomic Ranch* is, without a doubt, the most targeted and effective place to advertise Midcentury Modern-styled products. I am contacted almost daily by *Atomic Ranch* readers who never would have known about my company if not for the magazine. These readers are knowledgeable, passionate about the style and ready to buy. I'm an advertiser for life!" **Kelley Sandidge, owner, Hip Haven**

"Introducing myself in a crowd of Midcentury Modern enthusiasts recently, people didn't know my face but instantly knew my name and work from my ads in *Atomic Ranch*. As an artist, that's really powerful and I recognize the magazine has done a lot for my career." **Bruce Yager, artist, Jetset Retro Designs**

"We have been advertisers in *Atomic Ranch* since 2005.

The magazine content is perfect for the Midcentury Modern remodeling enthusiasts who buy our tile. We've consistently had a great return on our advertising investment with *Atomic Ranch* Magazine. They're great people, too!" **Rebecca Loneragan, Founder/Creative Director, Modwalls Tile Company**

The Magazine **Editorial Calendar**

Spring: **PALM SPRINGS**

Celebrating the city's unique connection to midcentury style.

Ad close: 12/6/17

Materials due: 12/14/17

On sale: 1/30/18

Summer: **KITCHEN & BATH**

Focuses on a gallery of kitchens and baths, renovations and products to achieve that midcentury vibe.

Ad close: 1/24/18

Materials due: 2/1/18

On sale: 3/20/18

Fall: **FURNITURE**

Focus on furnishings and the makers behind them.

Ad close: 5/16/18

Materials due: 5/24/18

On sale: 7/10/18

Winter: **DREAM HOMES**

Best homes of the year, from across the country.

Ad close: 8/01/18

Materials due: 8/09/18

On sale: 9/25/18

RENOVATION GUIDE

Insider knowledge on how to renovate and preserve a mid mod home while meeting modern lifestyle needs.

Ad close: 3/14/18

Materials due: 3/22/18

On sale: 5/08/18

DESIGN ISSUE

In-depth look at the icons of the midcentury era, focusing on impeccable homes and big name designers.

Ad close: 9/26/18

Materials due: 10/04/18

On sale: 11/20/18



Fan Base

PRINT: 1 Million Annual Readers

WEB: 200,000+ Monthly Visits

EMAIL: 21,000+ Opt-In Subscribers

SOCIAL: 56,000 Facebook and Instagram Followers

Ask about our Custom Influencer Programs



Audience Profile

56%/44%

Female Male

66%

31-50 Years Old

88%

Own Their Home

53%

\$250,000+ Home Value

78%

Have Patronized *Atomic Ranch*
Advertisers

Audience Interests

83%

Furnishings

76%

Art and Accessories

44%

Construction Materials

Rates

	4x	6x (-15%)
Two-page premium (up front)	\$3,500	\$2,975
Back cover	\$3,100	\$2,635
Inside front cover	\$3,000	\$2,550
Inside back cover	\$3,000	\$2,550
Opposite Editor's Letter	\$3,100	\$2,635
Opposite TOC #1	\$3,100	\$2,635
Opposite TOC #2	\$3,100	\$2,635
Opposite Web TOC	\$2,800	\$2,380
Full page	\$2,500	\$2,125
1/2 page	\$1,600	\$1,360
1/3 page	\$900	\$765
1/4 page	\$700	\$595
1/5 page	\$600	\$510
Business card	\$500	\$425

15% for specific premium placement.



Ad Sizes and Specifications



MECHANICAL REQUIREMENTS

Printing: Web Offset

Binding: Perfect Bound

Trim Size: 8-3/8" x 10-7/8"

MATERIAL REQUIREMENTS

Digital Files: PDF 300 DPI

Total maximum dot densities: 180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date. This includes ad copy, photographs, logo, etc., needed to build the ad. Engaged Media, Inc., will supply a price quote for authorization based on the amount of work necessary to complete the ad. Alterations and corrections requested to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date.

Please note: Unless specified through prior written agreement with the Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

Final Trim: 8-3/8" x 10-7/8"

Standard Units	Width & Depth
Double page spread	16-3/4" x 10-7/8"
Full page	8-3/8" x 10-3/8"
1/2 page horizontal	7-3/8" x 4-13/16"
1/2 page vertical	3-5/8" x 9-7/8"
1/3 page horizontal	7-3/8" x 3-1/8"
1/3 page vertical	2-3/8" x 9-7/8"
1/3 page square	4-3/4" x 4-7/8"
1/4 page	3-5/8" x 4-7/8"
1/5 page horizontal	7-3/8" x 1-7/8"
Business card	3-1/2" x 2"

***Live Area:** Type and other image not intended to bleed must be kept 1/4" from final trim.

Full-Page Bleed (all 4 sides):

8-5/8" x 11-1/8" deep

Full-Bleed Spread (all 4 sides):

17" x 11-1/8" deep