

# atomic

MIDCENTURY MARVELS

# ranch



MEDIA KIT

2019



# 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 built 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. *Atomic Ranch* reaches America's affluent, educated and passionate midcentury enthusiasts.



# Fan Base


## AUDIENCE

**PRINT:** 45,000 Circulation / Issue  
144,000 Readership / Issue  
6,000 Digital / Mobile Downloads

**EMAIL:** 18,000 Opt-In Subscribers

**SOCIAL:** 70,000 Facebook and Instagram Followers

**MONTHLY WEB PAGE VIEWS:** 130,000



COMBINED  
AUDIENCE  
**362,000**  
/ ISSUE

## DEMOGRAPHICS

### Income Level

**76%** HHI Above \$75,000  
**33%** HHI Above \$150,000

### Reader Interests

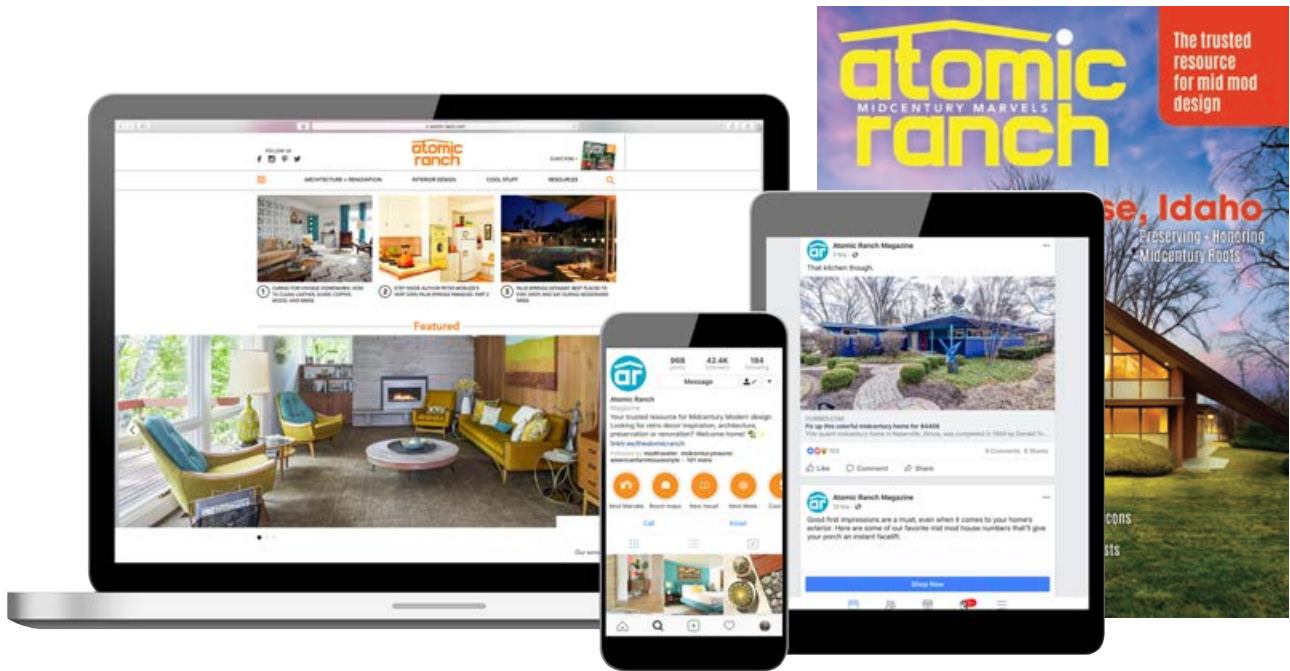
**99%** Interior Design  
**98%** Architecture  
**88%** Travel  
**80%** Entertaining

### Habits

**95%** Reference ads in Atomic Ranch for ideas.  
**74%** Spend \$250 or more on home furnishings on a regular basis.  
**81%** Plan on making a new furniture purchase soon.  
**63%** Will remodel in the next year or two.  
**98%** Are interested in staying at a midcentury hotel or vacation rental.



# Engagement



You can count on Atomic Ranch to deliver what many other niche publications cannot: A highly targeted, loyal, niche followership with expressed plans to buy, renovate and redecorate their homes. They not only have the passion, but also the means to invest in their nests.

Passionate and dedicated, our audience engages with our daily multimedia content in all its forms.

## Print

### Loyal Audience:

**93%**

Of readers plan to subscribe again.

### Low Duplication:

**88%** Prefer to read Atomic Ranch in print.  
Reach two different audiences by advertising in both print and digital!

## Social (Numbers reflective of a typical 30-day period.)

### Instagram:

**144,000** Reach | **880,000** Overall Impressions

### Facebook:

**34,400** Reach | **23,000** Post Engagement

### Earned Media:

Our readers love to share home renovation, décor and design information with friends on social.

**62%** Facebook | **57%** Pinterest | **46%** Instagram

## Email

Our marketing emails consistently perform higher than industry average.

**27% Avg.**  
Open Rate

\*Industry Avg. 17.81%

**7.2% Avg.**  
Click-Through Rate

\*\*Industry Avg. 4.19%

\* Source: MailChimp | \*\* Source: Smart Insights

# The Magazine **Editorial Calendar**

## Spring:

### **PALM SPRINGS**

- Three unique desert homes with a fresh twist on retro style
- Mod kitchen featuring funky tile
- Review of "Mod Mirage: The midcentury Architecture of Ranch Mirage"
- Shopping guide focus: Furniture and accessories that feature bright colors and bold silhouettes, plus fun entertaining pieces and great art

Ad close: 12/5/2018

Materials due: 12/13/18

On sale: 1/29/19

## Summer:

### **THE PRESERVATION ISSUE**

- Three homes that have balanced preservation with modern updates
- How experts restore midcentury furniture
- Preserving modernism through new design: A look at the future of midcentury's influence
- Shopping guide focus: All things outdoor! Porch and patio essentials such as lighting, seating, rugs, planters, house numbers and more

Ad close: 1/23/19

Materials due: 1/31/19

On sale: 3/19/19

## Fall:

### **THE KITCHEN + BATH ISSUE**

- Home tours focus on houses with great kitchens and baths
- Expert tips on how to design a kitchen or bath that doesn't sacrifice on midcentury style
- 7 best K&B designs from across the country
- Shopping guide focus: Fixtures and finishes such as tile, handles and cabinetry, plus fun elements like barstools, accessories and storage furniture

Ad close: 5/15/19

Materials due: 5/23/19

On sale: 7/09/19

## Winter:

### **THE PACIFIC NORTHWEST ISSUE**

- All homes featured will hail from the region
- Tour a midcentury cabin
- Midcentury architecture 101: The names every purist needs to know
- Shopping guide focus: Essential midcentury furnishings such as sofas, dining tables, headboards and accent furniture

Ad close: 7/31/19

Materials due: 8/08/19

On sale: 9/24/19

## **SPECIAL FEATURES**

### **RENOVATION GUIDE**

- Five homes transformed by extensive and thought-provoking renovations
- Landscape design for midcentury homes
- How paint and color impact your home's design
- Ultimate renovators shopping guide: 60 picks for fixtures, finishes and furniture

Ad close: 3/13/19

Materials due: 3/21/19

On sale: 5/07/19

### **DESIGN ISSUE**

- Five homes featuring designer furnishings and the best of MCM design
- Top 3 makers keeping midcentury design aesthetics alive through their work
- Biographies on the icons of midcentury design
- Seven shopping guides focusing on:
  - Sofas, coffee tables, side chairs, credenzas, lighting, art and accents

Ad close: 9/25/19

Materials due: 10/03/19

On sale: 11/19/19





# Rates

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## Print

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Unit Size	Open/Non-contract	3x	6x
P4C	\$3,600	\$3,060	\$2,880
2/3	\$2,640	\$2,244	\$2,112
1/2	\$1,980	\$1,683	\$1,584
1/3	\$1,320	\$1,122	\$1,056
1/4	\$990	\$841	\$800

### Premium Positions

Back page / Cover 4	\$3,978
Inside front cover / Cover 2	\$3,519
Inside back cover / Cover 3	\$3,519

### Resource Guide Rates

1/4	\$750
1/5	\$600
Business card	\$450

## Digital

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**Custom E-Blasts:** \$1,700

**Newsletter Display Ad:** \$600

**Sponsored Web Story:** \$3,000

Includes:

- Written by our editors, featuring you
- One Facebook post linking back to story on the Atomic Ranch website
- One Instagram post photo / mention
- One e-newsletter link / mention with photo and caption

**Social Only:** \$40 CPM

**Run-of-Site Display Ad:**

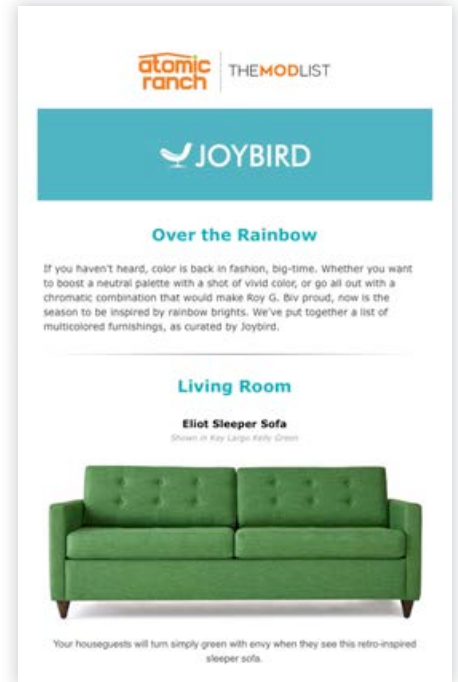
Website Package: \$15 CPM

# Examples

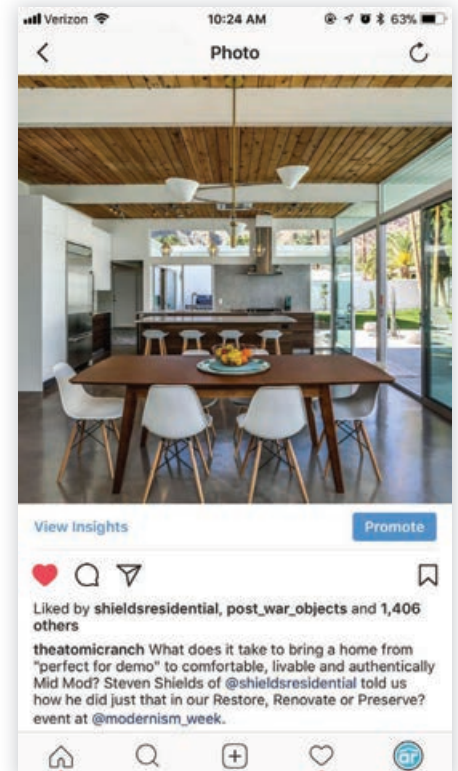
## Sponsored Web Story / Written by our editors, featuring you.



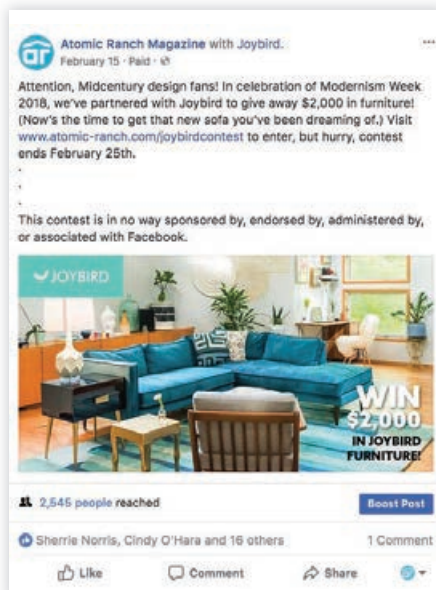
## Custom E-Blast



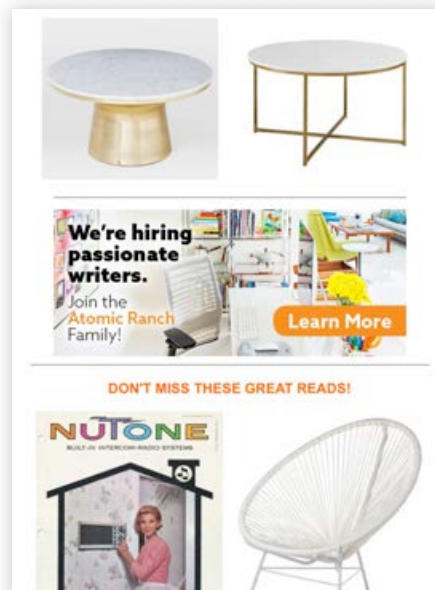
## Instagram



## Facebook



## Newsletter Ad





# Custom Solutions





## 3 DAYS, 3 TOPICS, 3 TOURS

Join us for lively conversations and house tours in our 3-part series moderated by Atomic Ranch brand leader Sarah Jane Stone.

FRI <b>HOUSE HUNTING</b>	SAT <b>DESIGN/ BUILD</b>	SUN <b>RESTORE, RENOVATE OR PRESERVE?</b>
<p><b>Friday, February 16</b> Seminar: 10 – 11:30 a.m. Tour: 12 – 2 p.m.</p> <p>Mid mod house hunters need apply! If you're in the market for a MCM home, our expert panel will guide you through the process of midcentury real estate. From finding out which neighborhood is right for you to working with a realtor that knows their stuff, you'll come away from this session armed with the knowledge you need to find your dream home.</p> <p><b>PANELISTS</b> Ron Parks, HCM Sotheby's International T.J. Pierce, Mid-Century Homes by Modern Real Estate</p>	<p><b>Saturday, February 17</b> Seminar: 10 – 11:30 a.m. Tour: 12 – 2 p.m.</p> <p>Fixtures, furnishings and everything in between—whether you're on the hunt for the perfect sectional or are considering what palette best suits your master suite, our expert tips and tricks will have you ready to tackle your mid mod interior in no time.</p> <p><b>PANELISTS</b> Kevin Kemper and Howard Hawkes, H3K Design</p>	<p><b>Sunday, February 18</b> Seminar: 10 – 11:30 a.m. Tour: 12 – 2 p.m.</p> <p>You've got your dream home, but it needs a little work—what's next? We've got the answers as we discuss when to renovate and when to restore, how to bring a period home into the modern age and what kind of hurdles you might encounter in every space from the kitchen to the bathroom.</p> <p><b>PANELISTS</b> Steven Shields, SHIELDS RESIDENTIAL RENOVATING + CONSTRUCTION George Smart, US Modernist</p>

Tickets for all 3 seminars are available at [ModernismWeek.com](http://ModernismWeek.com) or at the information desk at **CAMP**. But act fast—our events sold out last spring!

modernism week  Official Modernism Week Event

Atomic Ranch offers a variety of special media programs, custom designed for our clients. Opportunities include:

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| <ul style="list-style-type: none"> <li>• Contests (For Engagement and / or Shared Email Opt-ins)</li> <li>• Print Content Solutions</li> <li>• Brand Partnerships</li> <li>• Brand Sponsorships</li> <li>• Video Sponsorship Campaigns</li> <li>• Thematic Programs (e.g. Project Homes, Real Estate, Influencer Programs)</li> </ul> | <ul style="list-style-type: none"> <li>• Flash Sale Social Media</li> <li>• Speaking Engagements / Live Programming</li> <li>• SIP + Regular Issue Combo Programs</li> <li>• Custom Publishing                             <ul style="list-style-type: none"> <li>• Catalogues</li> <li>• Inserts</li> <li>• Microsites</li> </ul> </li> </ul> |
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*Let us build a program for you!*