

COTTAGES

& BUNGALOWS

media kit

2018



COTTAGES & BUNGALOWS

Appealing to cottage-style home enthusiasts, *Cottages & Bungalows* is a specialty magazine that celebrates the cottage lifestyle. Our architectural focus is homes built from the 1890s to the 1950s that capture the historic charm of period bungalows and cottage styles from the country to the coast and everything in between.

Our message is that you can create the perfect cottage interior no matter where you live.

Most of the homes in the magazine are primary residences. However, some are second homes, and they include lake and beach houses and log cabins. Regular stories are written by well-known experts in interior design, restoration, kitchens and bath design, furniture and home accessories. Home tours reveal the life and love of cottage-style homeowners.

Reach nearly two-million annual female readers who choose *Cottages & Bungalows* as the resource to inspire them to live the cottage lifestyle they aspire to.



Fan base

PRINT: 1.5 Million Annual Readers

EMAIL: 15k Opt-In Subscribers

SOCIAL: 50k Followers

In every issue, we share the latest insight, information and advice for remodeling, renovating and decorating. From flooring to furniture, our audience uses *Cottages & Bungalows* as their go-to source for creating and maintaining their homes.



Who is our Audience?

The cottage lover is always on the hunt for great finds to build her forever home. She's creative and loves to personalize a blend of timeless design with signature style.

\$86k-\$150k

Median Household Income

56-65

Median Age

70%

Plan to Remodel or Make Over a Room
Within the Year

Advertiser benefits:

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



Testimonials

This magazine is my favorite and speaks to my heart. I never miss it. — **Kathy Dye (reader)**

I recently started reading your beautiful magazine and I just wanted to say that **it's my new favorite home-design magazine and every page is so lovely and inspiring!** Thank you! — **Elizabeth Ferrari (reader)**

Cottages & Bungalows far exceeds any magazine I have seen and I am blown away by how spectacular it looks. The team does a fantastic job. — **Deanna Register, Outer Banks Trading Group, Inc. (advertiser)**



The Magazine **Editorial** Calendar

April/May:

OUTDOORS & GARDEN

Guide to beautifying you're the home from the outside in with exterior design and curb appeal advice to landscaping and outdoor furnishings and accessories.

AD CLOSE: 12/27/2017

MATERIALS DUE: 01/04/18

ON SALE: 02/20/18

June/July:

KITCHENS & BATHS

An in-depth look at the top tips, products and advice for remodeling or renovating kitchens and baths with cottage style.

AD CLOSE: 02/28/18

MATERIALS DUE: 03/08/18

ON SALE: 04/24/18

August/September:

COASTAL STYLE

Focus on this most popular style of cottage decorating from furniture to materials to accessories.

AD CLOSE: 04/25/18

MATERIALS DUE: 05/03/18

ON SALE: 06/19/18

October/November:

FURNITURE

Guide to choosing the best furnishings to create timeless design for every room.

AD CLOSE: 06/20/18

MATERIALS DUE: 06/28/18

ON SALE: 08/14/18

December/January:

CHRISTMAS

Inspiration and buyers guides for holiday decorating, entertaining and shopping.

AD CLOSE: 08/15/18

MATERIALS DUE: 08/23/18

ON SALE: 10/09/18

Feb/March 2019:

REMODEL & RENOVATE

Insider knowledge on how to renovate and restore historic cottages or add cottage character no matter where you live.

AD CLOSE: 10/17/18

MATERIALS DUE: 10/25/18

ON SALE: 12/11/18

Ask about our Custom Influencer Programs

Published Rates

	3X	6X
FULL PAGE	\$2,306	\$2,285
$\frac{2}{3}$ PAGE	\$1,920	\$1,850
$\frac{1}{2}$ PAGE	\$1,707	\$1,012
$\frac{1}{4}$ PAGE	\$870	\$745
$\frac{1}{6}$ PAGE	\$598	\$490
COVER 2	\$2,676	\$2,590
COVER 3	\$2,676	\$2,590
COVER 4	\$3,230	\$3,155





Gabe Frimmel

Advertising Sales Director

ENGAGED MEDIA Inc.

17890 Sky Park Circle, Suite 250

Irvine, California 92614

Email: gfrimmel@engagedmediainc.com

PH: 800-332-3330 Ext.1930 PH: 714-200-1930

FX: 800-249-7761

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.

Alteration and correction request 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" x 10.875"

Standard Units

Full page (live area)*

1/2 page (horizontal)

1/3 page (vertical)

1/4 page (vertical)

1/6 page (vertical)

Width & Depth

7.125" x 9.75" deep

7.125" x 4.875" deep

2.25" x 10" deep

3.375" x 4.875" deep

2.25" x 4.875" deep

*Live Area: Type and other image not intended to bleed must be kept .25" from final trim.

Magazine Trim Size:

8" x 10.875" deep

Full-Page Bleed (all 4 sides):

8.25" x 11.125" deep

Non-Bleed Spread:

15.125" x 10" deep

Full-Bleed Spread (all 4 sides):

16.125" x 10.125" deep

(keep live matter centered to 15.125" x 10")