

# COTTAGES

& BUNGALOWS

media kit  
2019



**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.





# Fan base

**PRINT:** 125,000 Circulation / Issue  
350,000 Readership / Issue  
26,000 Digital / Mobile Downloads

**EMAIL:** 9,000 Opt-In Subscribers

**SOCIAL:** 27,000 Facebook Followers  
82,000 Instagram Followers  
171,000 Pinterest monthly views

**MONTHLY WEB PAGE VIEWS:** 41,000

COMBINED  
AUDIENCE  
**706,000**  
/ ISSUE



## Demographics

### Income Level

**50%** HHI Above \$86,000

### Preferences

**88%** Plan to start a remodel or makeover in the next 1-3 years.

**98%** Want to read about remodeling or renovation.

**95%** Want to read about DIY projects

### Interests

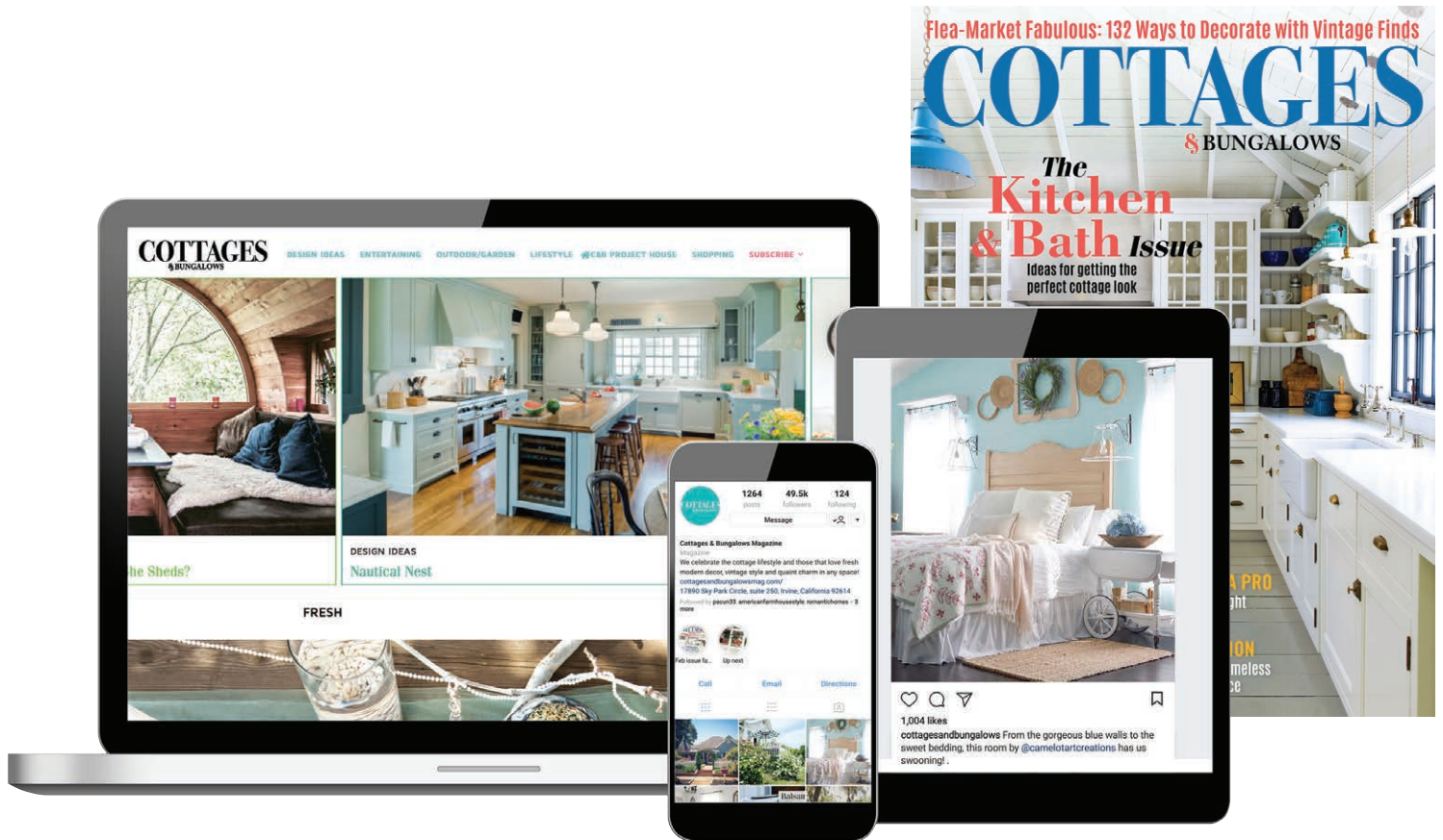
**98%** Interior design

**81%** Collectibles

**80%** Cooking

**78%** Entertaining

# Engagement



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.

## Print

### Loyal Audience:

**88%**

Of readers plan to subscribe again.

### Low Duplication:

**85%**

Prefer to read Cottages and Bungalows in print. Reach two different audiences by advertising in both print and digital!

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

### Instagram:

**156,000** Reach | **736,000** Overall Impressions

### Facebook:

**50,000** Reach | **9,500** Post Engagement

## Email

**18% Avg.** Open Rate

\*Industry Avg. 17.81%

**4.5% Avg.** Click-Through Rate

\*\*Industry Avg. 4.19%

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



# Editorial Calendar

## April/May

### THE FURNITURE ISSUE

- **The Best in Cottage Furniture:** Shop our picks on pieces you'll keep forever.
- **Refresh & Update:** Awesome make-overs and expert lessons.
- **Curb Appeal Secrets:** Our top tips for perfecting your exterior design with lighting, windows, doors, paint, landscaping and more!
- **Tour gorgeous cottage gardens and learn the best design for your property** and how to pick plants to bring your indoor style outdoors.
- **Project House 2019:** Tour the first completed space: The mudroom and entryway!

AD CLOSE: 12/26/18

MATERIALS DUE: 01/03/19

ON SALE: 02/19/19

## June/July

### THE KITCHEN & BATH ISSUE

- **Tour amazing before and afters and gain insight from the pros** when designing and remodeling your dream kitchen and bath.
- **Remodel Guide:** See our tops picks for flooring, tile, hardware, lighting and more.
- **Visit beautiful homes with modern vintage style.** Learn how to mix the best of old and new in furniture and collectibles.
- **Flea-Market Fabulous:** Get inspiring ideas for vintage style decorating
- **Project House 2019:** Tour the completed kitchen designed by C&B + American Farmhouse Style

AD CLOSE: 02/27/19

MATERIALS DUE: 03/07/19

ON SALE: 04/23/19

## August/September

### THE COASTAL ISSUE

- **Coastal Chic:** Easy nautical, beach chic and seaside cottage looks.
- **Update your décor** with these top summer trends.
- **Indoor/outdoor living with style:** patios, decks, pavers and the best furnishings and accessories for your backyard.
- **Project House 2019:** The Garage reveal: Learn how to make this hard-working space functional, organized and visually appealing.

AD CLOSE: 04/24/19

MATERIALS DUE: 05/02/19

ON SALE: 06/18/19

## October/November

### ENTERTAINING SPECIAL

- **Harvest Elegance:** Inspiring homes with farmhouse appeal.
- **Festive Fall Gatherings:** Your guide to table settings, centerpieces and the best entertaining accents and accessories.
- **Halloween fun!** From porch to mantel to tabletop, how to dress your home with spooky-chic style.
- **Project House 2019:** Get inspired by the autumn landscape, tour the garden and gain expert insight into landscaping which will keep your home looking great all year long.

AD CLOSE: 07/03/19

MATERIALS DUE: 07/11/19

ON SALE: 08/27/19

## December/January 2020

### COTTAGE CHRISTMAS

- **Holiday Magic!** New festive cottage looks with accessories and more!
- **Magnificent trees** for every style and space.
- **Small and Merry**—decorating ideas for every nook and cranny.
- **Twists on Tradition:** Fresh colors and ideas for unique mantels, wreaths and gifts.
- **Gift Guide:** Our top picks for everyone on your list.
- **Project House 2019:** The living room reveal! See how the heart of the home has come together for the holidays.

AD CLOSE: 08/27/19

MATERIALS DUE: 09/05/19

ON SALE: 10/22/19

## February/March 2020

### PLAN YOUR DREAM COTTAGE

- **Inspiring cottages from across the country:** Learn the latest and greatest for designing a timeless home.
- **Get Organized:** Our top tips for clearing the clutter and designing closets, garages and offices that work for you.
- **Aspirational architecture:** Ideas from classic cottage homes and how to update your exterior for cottage charm.
- **Cottage Furniture Basics**—our top picks for classic looks.
- **Project House 2019:** The reveal! Tour the completed build and see how all the design and architecture came together.

AD CLOSE: 10/16/19

MATERIALS DUE: 10/24/19

ON SALE: 12/10/19

Note: Editorial schedule subject to change

# Rates

## Print

Unit Size	Open/Non-contract	3x	6x
P4C	\$ 5,750	\$ 4,887	\$ 4,600
2/3	\$ 4,214	\$ 3,581	\$ 3,371
1/2	\$ 3,162	\$ 2,687	\$ 2,529
1/3	\$ 2,107	\$ 1,790	\$ 1,685
1/4	\$ 1,580	\$ 1,343	\$ 1,264

### Premium Positions

Back cover / C4	\$ 6,353
Inside front cover / C2	\$ 5,620
Inside back cover / C3	\$ 5,620

## Digital

**Custom E-Blasts:** \$1,000

**Newsletter Display Ad:** \$400

**Sponsored Web Story:** \$2,500

*Written by our editors, featuring you!*

Includes:

- One Facebook post linking back to story on the Cottages & Bungalows website
- One Instagram post photo / mention
- One e-newsletter link / mention with photo and caption

**Social Only:** \$40 CPM

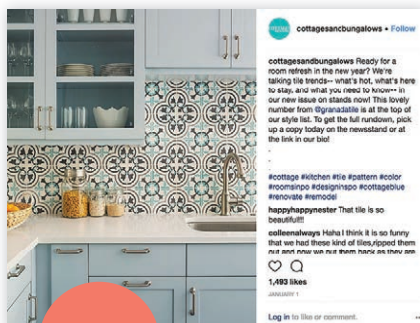
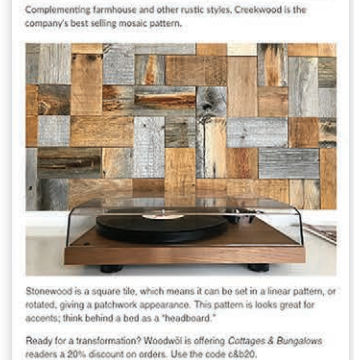
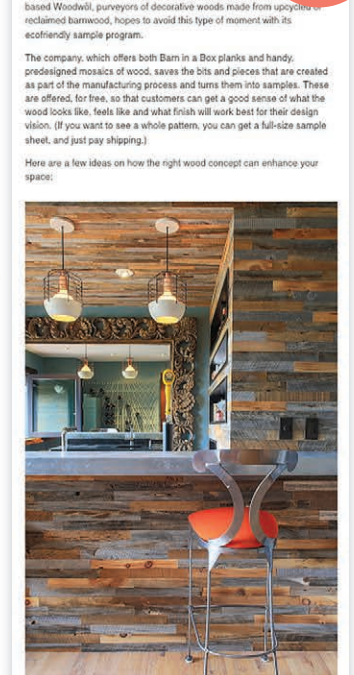
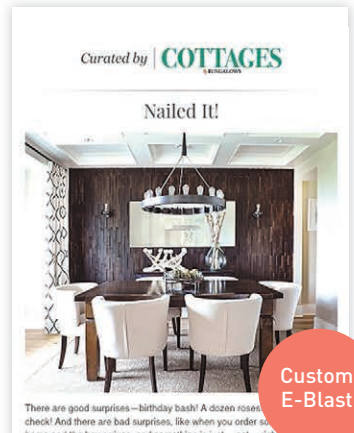
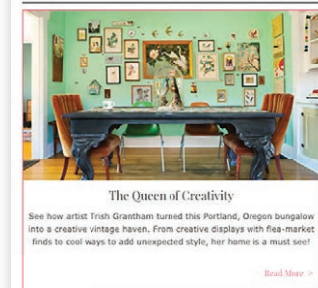
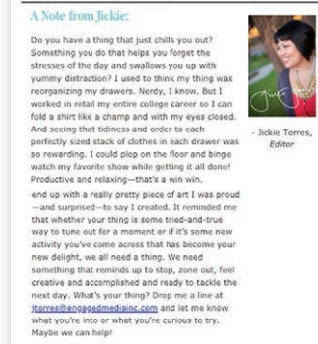
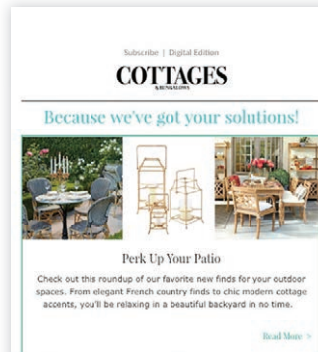
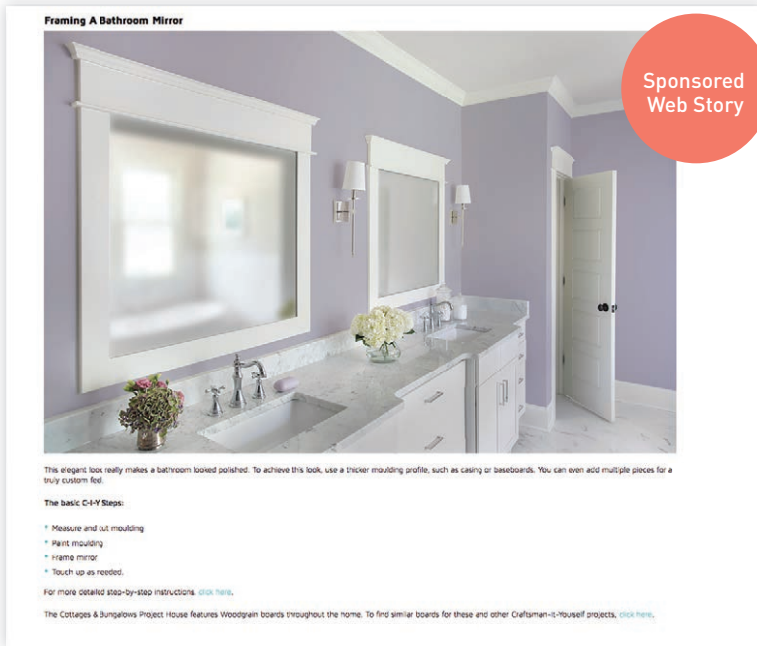
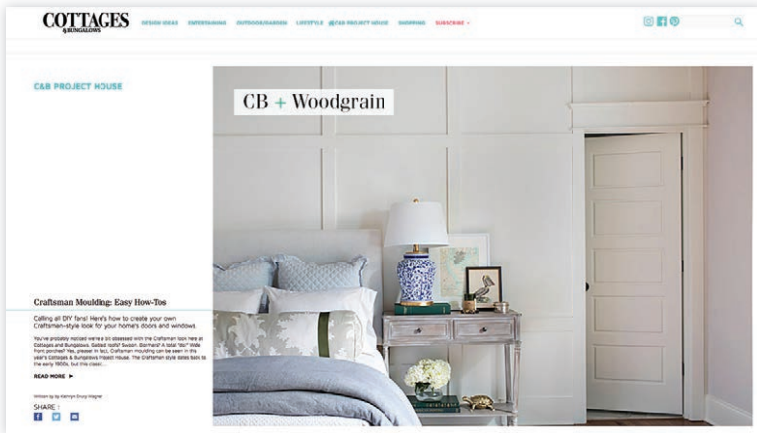
**Run-of-Site Display Ad:**

Website Package: \$15 CPM

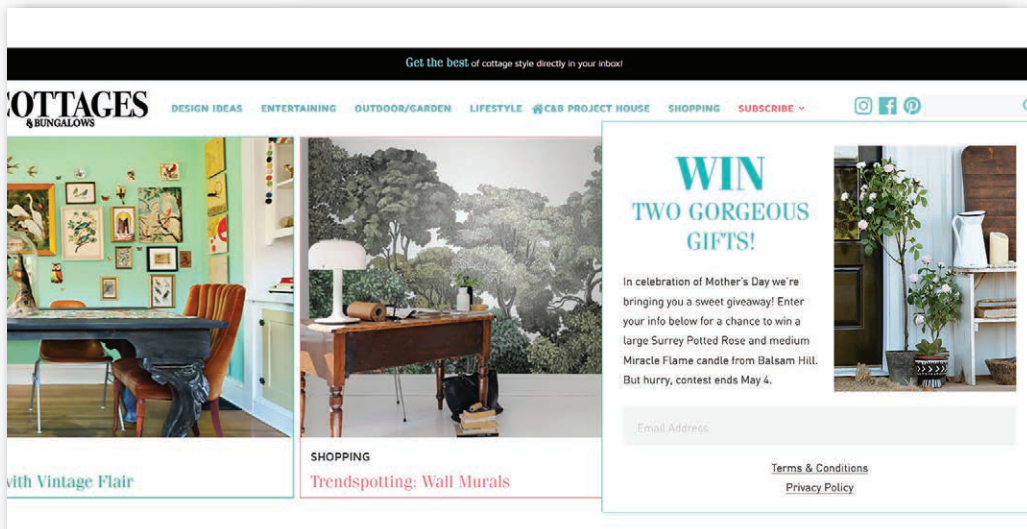
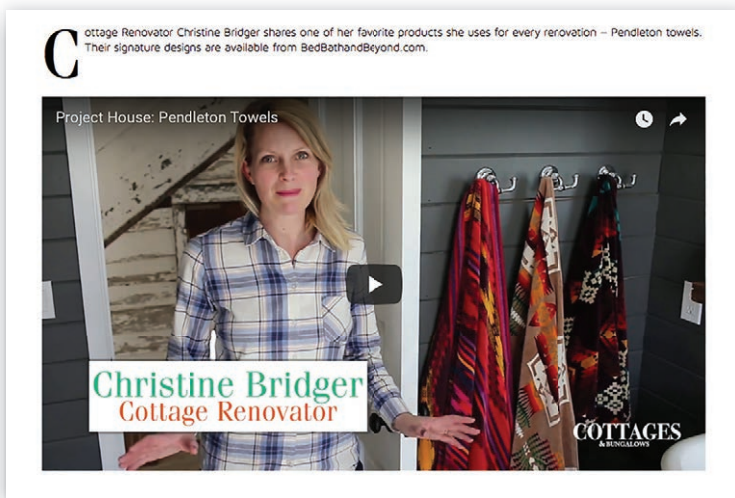
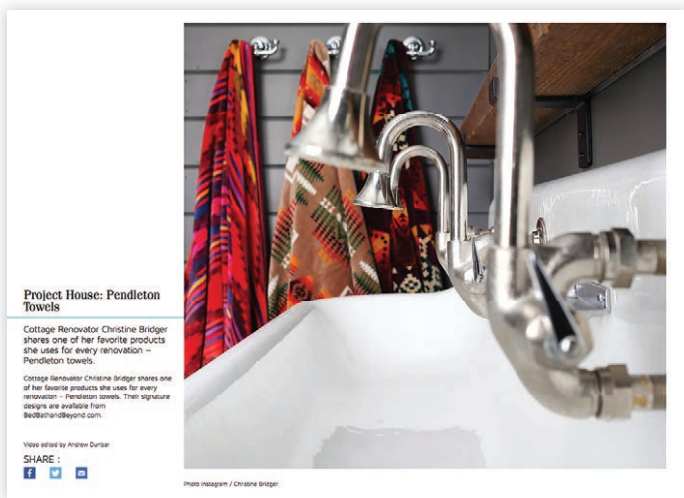




# Examples



# Custom Solutions



*Cottages & Bungalows* offers a variety of special media programs, custom designed for our clients. Opportunities include:

- Contests (For Engagement and / or Shared Email Opt-ins)
- Print Content Solutions
- Brand Partnerships
- Brand Sponsorships
- Video Sponsorship Campaigns
- Thematic Programs (e.g. Project Homes, Real Estate, Influencer Programs)

- Flash Sale Social Media
- Speaking Engagements / Live Programming
- SIP + Regular Issue Combo Programs
- Custom Publishing
  - Catalogues
  - Inserts
  - Microsites

*Let us build a program for you!*