

FleaMarket

décor

**MEDIA
KIT** 2019



A vertical collage of various home decor items. At the top are two small oval framed pictures of children. Below them is a larger framed picture of two children dancing. To the right is a decorative branch with yellow flowers and butterflies. Further down is a small square framed picture. Below that is a yellow owl figurine. In the center is a lamp with a tan shade and a deer figurine base. To the right of the lamp is a small oval framed picture and a diamond-shaped framed picture. Below the lamp is a small potted plant in a ceramic pot. To the right of the plant is a vase of pink flowers. At the bottom is a wooden cabinet with two doors and four legs.

welcome Home!

**UNIQUE ITEMS MAKE FOR
UNIQUE SPACES.** That's
the premise of
Flea Market Décor.

THAT'S WHY OUR READERS SAVOR EVERY
PAGE, AND THEN HOLD ONTO THE
MAGAZINE—FOR MONTHS AND EVEN
YEARS TO COME. **OUR READERS LOVE
THE THRILL OF THE HUNT, AND THEY
ARE NESTERS WHO ADORE THEIR
HOMES, YARDS AND FAMILIES. WHEN
IT COMES TO DECORATING—AND
REDECORATING—THIS IS THE
AUDIENCE TO REACH.**

Every page of
Flea Market Décor

BLENDS TOGETHER DESIGN, HISTORY AND
INSPIRATION. THROUGH SUMPTUOUS
PHOTOS, TIPS ON COLLECTING, DIY PROJECTS
AND SHOPPING TIPS, WE CELEBRATE THE ART
OF CREATING A DEEPLY PERSONAL HOME
ENVIRONMENT.

Fan BASE

▶ PRINT

130,000 CIRCULATION / ISSUE

364,000 READERSHIP / ISSUE

▶ DIGITAL

20,000 INSTAGRAM FOLLOWERS

20,000 FACEBOOK FOLLOWERS

27,000 MONTHLY DIGITAL DOWNLOADS

9,000 EMAIL OPT-INS

COMBINED AUDIENCE: / ISSUE: **440,000**

▶ DEMOGRAPHICS

INCOME LEVEL:

70% HHI \$55K PLUS

43% HHI 86K PLUS

INTERESTS

96% INTERIOR DESIGN

92% COLLECTIBLES

80% COOKING

HABITS

84% CHANGE THEIR DÉCOR FOR EACH HOLIDAY.

53% PLAN ON RENOVATING THEIR HOMES IN THE NEXT 1-5 YEARS.

95% ENJOY DOING DIY PROJECTS REGULARLY.



Engagement

▶ PRINT

85% OF CURRENT
SUBSCRIBERS
PLAN TO RENEW.

63% OF READERS
REPORT READING
EVERY SINGLE ISSUE.

▶ SOCIAL MEDIA INTERACTION

(NUMBERS REFLECTIVE OF A
TYPICAL 30-DAY PERIOD)

INSTAGRAM: 53,528 REACH |
190,324 IMPRESSIONS

FACEBOOK: 9,829 REACH |
7,740 POST ENGAGEMENTS

PINTEREST: 6,800 MONTHLY
VIEWS

LOW DUPLICATION:

37% OF READERS GET FLEA
MARKET DÉCOR CONTENT
VIA ITS SOCIAL MEDIA
PLATFORMS. **63%** PREFER
TO RECEIVE CONTENT IN
PRINT. ENGAGE WITH BOTH
AUDIENCES BY INVESTING
IN DIGITAL AND PRINT
PROGRAMS!



FLEA MARKET DÉCOR

editorial

Calendar

2019

FEBRUARY/MARCH

GET ORGANIZED

- Tour inspiring homes with curated style
- Storage and organization ideas for all your collectibles
- Budget friendly ideas for a chic home

Ad Close: 11/21/18

Materials Due: 11/29/18

On Sale: 01/15/19

APRIL/MAY

KITCHEN & BATH

- Retro Redo: Remodel and renovation tips for vintage-inspired spaces
- Our top picks for appliances and hardware with a vintage spin.
- Introducing: Flea Market Décor + Dixie Belle paint! Discover our exclusive line!

Ad Close: 01/23/19

Materials Due: 01/31/19

On Sale: 03/19/19

JUNE/JULY

THE MAKEOVER ISSUE

- Tour amazing before and afters and learn insight from the pros when designing your interior with vintage and antique finds
- Flea-Market Transformations: how to make over anything with paint and creative updates
- Summer Flea-Market Survival Guide: How to find treasures and score deals

Ad Close: 03/27/19

Materials Due: 04/04/19

On Sale: 05/21/19

AUGUST/SEPTEMBER

THE FURNITURE GUIDE

- How to mix old and new with Flea-Market Flair
- 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.

Ad Close: 05/22/19

Materials Due: 05/30/19

On Sale: 07/16/19

OCTOBER/NOVEMBER

ENTERTAINING SPECIAL

- Harvest elegance: Inspiring homes with farmhouse appeal and rustic cottages to inspire
- Easy fall entertaining
- Halloween fun! From porch to mantel to tabletop, how to dress you home with spooky chic style.

Ad Close: 07/17/19

Materials Due: 07/25/19

On Sale: 09/10/19

HOLIDAY

VINTAGE CHRISTMAS

- Top vintage Christmas collectibles
- Gorgeous Christmas trees for every style
- Gift guide: our top picks for everyone on your list.

Ad Close: 09/18/19

Materials due: 09/26/19

On Sale: 11/12/19

Note: Editorial schedule subject to change

Examples

PRINT

CUSTOM BLAST

Feature Well

The Chairwoman Presides

Please be seated. This expert has a policy on colorful designs, evident in these before and after chairs.

BY KATHRYN DUBRY WAGNER
PHOTOGRAPHY BY STACEY BLAKE



BEFORE



AFTER

STACEY BLAKE, ALSO KNOWN AS THE BLOGGER "DESIGN ADDICT MOM," HAS A LITTLE PROBLEM. SHE CAN'T STOP BUYING CHAIRS. "MY HUSBAND TOLD ME, 'NO MORE CHAIRS,' BECAUSE WE DON'T HAVE ENOUGH ROOM." AND WHAT HAPPENED? "I JUST BOUGHT A CHAIR TODAY! I COULDN'T LEAVE THIS ONE BEHIND."

To Stacey, chairs are like art. "The lines are beautiful to me. They speak to me. They can stand on their own in space and look beautiful." She generally finds them for a pittance and makes them over: "I have gotten pieces that are close to death. I love to shop at thrift stores and vintage stores."

In addition to her full-time job as a content creator, Stacey has her hands full as a mom of three. She is a teacher by training, but her love of design "catalyzed."

THINK PINK

Of this colorful wingback, Stacey says, "I wanted it to pop. For me, that meant doing something with the outside of the chair. The stripes pick up the color on the inside of the chair and add a bit of depth. I go to home fabrics and try to get fabric on sale." While she is interested in learning upholstery skills sometime, for now she likes the idea of the project to



BEFORE



AFTER

FleaMarketdecor



Hi, Flea Market Fans:

Have you heard? Our friends at Cottages & Bungalows have partnered with Balsam Hill to give away a large *Surrey Potted Rose* and medium *Miracle Flame Candle* (just in time for Mother's Day)! Have you entered for your chance to win? If not, there's still time. But hurry, contest ends May 4!

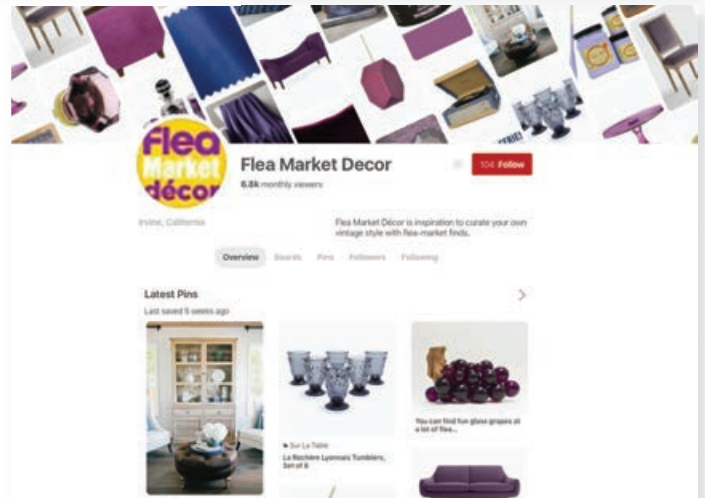
[Enter Here!](#)

PINTEREST

FACEBOOK

Flea Market Decor Magazine with Flying Miz Daisy Vintage Market.
June 7 • Paid •

Clear your calendars for June 9-10, and enjoy a weekend full of exploring unique and vintage pieces from over 75 vendors at the Flying Miz Daisy Vintage Market. (Psst: They've also partnered with Kate Keesee of Salvage Dior and Goodwill Industries, who will host an interactive pop-up display!) Visit www.flyingmizdaisy.com for more info and to purchase your tickets.



INSTAGRAM

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 page / Cover 4	\$6,353
Inside front cover / Cover 2	\$5,620
Inside back cover / Cover 3	\$5,620

DIGITAL

Dedicated E-Blast: \$900
Social Only: \$40 CPM



Custom SOLUTIONS

Flea Market Décor 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
- Video Sponsorship Campaigns
- Thematic Programs (e.g. Project Homes, Room Refreshes, Real Estate)
- 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! ←

