

ROMANTIC *homes*



Media Kit

2018

Romantic Homes

Romantic Homes celebrates homes filled with ambience and charm. Whether it's a small vintage bungalow, country cottage, standard-build home or an opulent estate—it's all about the softer side of home decor and a romantic inspired lifestyle that speaks to our readers.

We feature homes of all sizes and locations—across the U.S. and around the world. From home tours and decorating tips to entertaining ideas to travel features, our content shares a glimpse of the lifestyle that each featured homeowner has curated. Our regular contributors are experts in all things romantic, who share relatable ways to get the look yourself.

Reaching over 93,000 enthusiastic readers, Romantic Homes is for those who aspire to live an inspired life.

In each issue, we share inspiration for beautiful decorating, planning your next party or vacation getaway, and shopping resources to help readers to create a home with an elevated yet personal style.



ADVERTISER *benefits:*

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

[*Testimonials*]

“Partnering with Romantic Homes has proven to be one of the most profitable decisions for our business. Over the years, we have been able to reach many new clients, and previous clients who have ‘rediscovered’ FrenchGardenHouse.com through an advertisement with Romantic Homes. It is obvious that your loyal readership looks forward to each issue, and reads not only the content, but also the advertisements.

The overwhelming positive response that we have received from our advertisements in Romantic Homes has been an integral part of our growth. Thank you for the enthusiasm, knowledge and personal attention the advertising team gives to our advertising needs.”

— French Garden House



2018 EDITORIAL *calendar*

[JANUARY]

Beautifully Organized

Refresh your home for the new year with tips on stylish organization, displaying collections and storage products.

AD CLOSE: 10/28/2017
MATERIALS DUE: 10/26/2017
ON-SALE: 12/12/2017

[FEBRUARY]

All Things French

Celebrate this alluring style with inspiring homes bearing a French flair and learn collecting tips for French furnishings.

AD CLOSE: 11/15/2017
MATERIALS DUE: 11/23/2017
ON-SALE: 1/9/2018

[MARCH]

The Country Issue

Home tours with charming country style, from French country to English country to Americana and everything in between.

AD CLOSE: 12/13/2017
MATERIALS DUE: 12/21/2017
ON-SALE: 2/6/2018

[APRIL]

Kitchen & Bath Issue

Before-and-afters, home tours with awe-inspiring kitchens and baths, plus our guide on creating vintage-style kitchens and baths.

AD CLOSE: 1/10/2018
MATERIALS DUE: 1/18/2018
ON-SALE: 3/6/2018

[MAY]

Furniture Issue

Homes with pretty gardens, DIY furniture projects and floral entertaining ideas.

AD CLOSE: 2/7/2018
MATERIALS DUE: 2/15/2018
ON-SALE: 4/3/2018

[JUNE]

Flea Market Issue

Homes with vintage, upcycled style; our annual round-up of the best flea markets for romantic finds.

AD CLOSE: 3/14/2018
MATERIALS DUE: 3/22/2018
ON-SALE: 5/8/2018

[JULY]

Coastal Elegance

Coastal-style homes with an elegant twist; beautiful backyards and outdoor spaces.

AD CLOSE: 4/11/2018
MATERIALS DUE: 4/19/2018
ON-SALE: 6/5/2018

[AUGUST]

Small Spaces

Creative ideas for maximizing space, reducing clutter and simplifying every space in your home; small storage products.

AD CLOSE: 5/9/2018
MATERIALS DUE: 5/17/2018
ON-SALE: 7/3/2018

[SEPTEMBER]

Farmhouse Romance

Design inspiration and renovation guide for adding a lovely farmhouse style to your home.

AD CLOSE: 6/13/2018
MATERIALS DUE: 6/21/2018
ON-SALE: 8/7/2018

[OCTOBER]

Fall Issue

The romantic side of fall seasonal décor; lighting tips and products.

AD CLOSE: 7/11/2018
MATERIALS DUE: 7/19/2018
ON-SALE: 9/4/2018

[NOVEMBER]

Holiday Entertaining

Rustic elegant decorating, recipes and entertaining ideas for the holiday season.

AD CLOSE: 8/15/2018
MATERIALS DUE: 8/23/2018
ON-SALE: 10/9/2018

[DECEMBER]

Holiday Decorating

Holiday home tours and decorating ideas, plus our annual gift-giving guide.

AD CLOSE: 9/12/2018
MATERIALS DUE: 9/20/2018
ON-SALE: 11/6/2018



READER *stats*

PRINT: 93,000 annual readers

EMAIL: 15,000 opt-in subscribers

SOCIAL: 1.6 million FB fans; 109,000 Instagram followers



[*Who is our audience?*]

Our audience is the reader who loves a lifestyle that celebrates romancing the home. From the family heirlooms that they weave into their own style, to the trinket in the cupboard to a table set with your grandmother's china, *Romantic Homes* readers love a charming personal style that tells your story.

HOUSEHOLD INCOME: \$86,000 - \$150,000

AGE: 36-55

28% plan to redecorate or remodel within the next year

36% plan to buy new furniture in the next year