

Victorian *Homes*

media
kit 2018





What is a Victorian Home

Built between 1805 and 1905, the era of the Victorian home roughly coincides with the lifespan of Queen Victoria. *Victorian Homes* magazine is unique in that it is the only publication that specifically focuses on the architecture, history, restoration and building of this type of home. The magazine provides readers with authentic information on architecture, furniture, interior design, textiles, lighting, hardware, appliances and accessories. A renovation journal filled with inspiration, *Victorian Homes* has a dedicated and passionate readership.

Advertiser Benefits

- Target a dedicated, niche market.
- Reach our loyal readers.
- Long shelf life
- Gain valuable editorial exposure.
- Expert how-tos for restoration and home maintenance
- Historic paint and color guidance





The Magazine Editorial Calendar

SPRING

VINTAGE FRESH

A touch of vintage freshens any room, whether that item is a newly restored antique desk, a vintage 4-poster bed or award-winning restoration work.

Ad Close: 11/16/17
Materials Due: 11/24/17
On Sale: 1/9/18

SUMMER

CLASSIC 19th CENTURY DÉCOR

From wood floors to bathroom tile to lavish wallpaper, classic home décor began in the Victorian era.

Ad Close: 2/15/18
Materials Due: 2/23/18
On Sale: 4/10/18

FALL

GILDED AGE GLAMOUR

No one does it better than the Victorians when it comes to glamorous, high-end style.

Ad Close: 5/17/18
Materials Due: 5/25/18
On Sale: 7/10/18

WINTER

HOLIDAY SPLENDOR

Christmas comes to life with treasured heirlooms, sparkling trees, nostalgic accessories and top-notch

Ad Close: 08/16/18
Materials Due: 08/24/18
On Sale: 10/9/18

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 1/4" 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")

ENGAGED
MEDIA, INC.

17890 Sky Park Circle #250
Irvine, CA. 92614

Rates

	2X	4X
Full Page	\$2,248	\$2,174
2/3 Page	1,826	1,758
1/2 Page	1,626	1,538
1/3 Page	1,079	964
1/4 Page	830	707
1/6 Page	570	463
Cover 2	2,549	2,464
Cover 3	2,549	2,464
Cover 4	3,076	3,004

