

at Home

Everyday homes & gardens of the tristate area of NH, VT & MA

Ideas for Your Home: Design • Garden • Art • Health • Cooking • Historical Homes • Renovation & More!



Media Kit

Reserve Your Advertising Space Today!

Email us to reserve your space today!

SALES STAFF

Nancy McGartland (Keene and Brattleboro only): mcartlandnj@gmail.com

Jeanne Morin (all other towns in NH, VT and MA): advertising@athomenewengland.com



atHome Magazine
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atHOME

Everyday homes & gardens of the tristate area of NH, VT & MA

Join Us atHOME!

1. Great readership and shelf life.

atHOME magazine is seasonal (holiday, spring, summer and fall) and free. It is distributed widely throughout the tri-state region of NH, VT & MA, and redistributed throughout the season. atHOME is designed to be kept and referenced during the entire season.

2. Market saturation.

Your ad will reach nearly 20,000 readers in 50+ towns each quarter. atHOME is published four times a year and distributed the first two weeks of September (fall issue), December (winter issue), March (spring issue) and June (summer issue).

3. You'll get more than an ad!

All display advertisers get a FREE listing in the atHOME "Buyers Guide" (a \$75 value). You'll also get online exposure of your ad in atHOME's online flipbook.

4. Rates are affordable!

Ads start at \$175 per insertion for 1/8 page.

(Note: CPM, or cost to reach 1,000 people, is an incredible \$12 for a 1/8 page ad!). And you can take advantage of our loyalty discount when you buy 1/4 page or larger: **BUY FOUR CONSECUTIVE 1/4, 1/2 OR FULL PAGE ADS AND GET THE 5TH ON ON US!**

5. We are local!

atHOME magazine's publisher, Marcia Passos-Duffy, owner of Keene-based Backporch Publishing LLC, is the founder/editor of the award-winning *Small Business Journal* (now *The Business Journal*); and the co-founder and editor of the award-winning *Monadnock Table* magazine; she has lived in the region for more than 20 years.

atHOME Circulation/distribution at a glance:

- atHome is distributed to 100+ locations throughout the tri-state area. Distribution points include supermarkets, home and garden centers, shopping centers & more.
- atHOME magazine is designed to be kept and referenced for the entire season (three months).
- Redistribution guarantees that atHOME is continuously on the market, getting into the hands of new readers!
- atHome's CPM (cost to reach 1,000 people) is a low \$12 for 1/8 page ad. (\$17 for 1/4 page, \$30 for 1/2 page and \$57 for a full page.)
- **SPECIAL SECTIONS include ... WINTER: Home Improvement • SPRING: Gardens • SUMMER: Antiques • FALL: Arts**



For more information visit www.atHOMENewengland.com or email sales@atHOMENewengland.com

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Advertising Prices, Dimensions & File Specifications

All ads are full color, no extra charge. One Buyers Guide listing (\$75 value) is FREE with the purchase of any display ad.

PRICES		
Ad size	Price per insertion	Average cost per ad when you buy 4 consecutive ads and get one free
1/8 page	\$175	N/A
1/4 page	\$250	\$200
1/2 page	\$450	\$360
Full page	\$850	\$680
Two page spread	\$1500	\$1200
Buyers Guide listing	\$75	FREE with the purchase of any display ad
Buyers Guide EXPANDED LISTING: Regular listing plus 2 sentences about business	\$100	N/A
AD DESIGN		
If you do not have an ad, we can design one for you. There may be an hourly charge for the design depending on complexity. Please contact Marcia Passos Duffy for more information at marcia@atHOMEnewengland.com		

AD REQUIREMENTS
DEADLINES (RESERVE SPACE)*
Spring: March 5
Summer: June 5
Fall: September 5
Winter: December 5
<i>* Designed ad must be received within 5 business days of this date to be included.</i>
AD FILE REQUIREMENTS
<ul style="list-style-type: none"> • Adobe PDF, Tif or Jpeg • 300 DPI (dots per inch) at final print size • CMYK Color, Embedded Fonts
SUBMISSION METHODS
<ul style="list-style-type: none"> • Email to marcia@atHOMEnewengland.com

FULL PAGE AD
8.5 x 11

(add .25 inch all around for bleed.)

For TWO PAGE SPREAD
17 x 11 plus .25 inch for bleed.

QUARTER PAGE
(horizontal)
7.28 x 2.25

HALF PAGE AD
(horizontal)
7.28 x 4.75

EIGHTH PAGE AD
3.5 x 2.25

HALF PAGE
(vertical)
3.5 x 9.7567

QUARTER PAGE AD
(Vertical)
3.5 x 4.75