

# AT HOME stlouis MAGAZINE



CLASSIC

MODERN

REFINED

INSPIRED

## MEDIA KIT 2009

ST. LOUIS' PREMIER RESOURCE FOR BEAUTIFUL DESIGN

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# DEAR ADVERTISER

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THE AWARD-WINNING WORLD OF AT HOME WELCOMES YOU.

*Our media kit is intended to help you plan your advertising and marketing strategies for 2009.*



Welcome, and thank you for your interest in AT HOME.

First and foremost, we want to assure you that when your company appears in AT HOME's pages, you are doing more than simply buying ad space. You're investing in St. Louis' top shelter publication, one that reaches an affluent, educated and sophisticated audience whose primary objective is living well, and that starts at home.

Take a good look through our magazine and compare it to the competition's. I'm confident you'll agree that AT HOME is the most efficient, intelligent and powerful media. That's because no other publication in the region comes close to duplicating the magazine's lively editorial style, impeccable photography, stunning design and overall level of quality.

While we love the opportunity to entertain and inform our readership, AT HOME will also strive to help you do business with those readers. I hope you'll decide to join the AT HOME family in the prosperous year to come.

Cordially,

A handwritten signature in black ink that reads "Leslie Tunney". The signature is fluid and cursive.

LESLIE TUNNEY  
Publisher, AT HOME  
ltunney@stlmag.com



Gold Award, Ancillary Publication I category  
(for St. Louis Magazine's AT HOME)

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# EDITORIAL MISSION

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*AT HOME is the premier guide to stylish living, sophisticated design and the best resources in St. Louis.*

By presenting to readers St. Louis' most extraordinary living spaces, comprehensive guides to local services and profiles of visionary designers, the magazine inspires, informs and surprises. Stunning photography, witty and sophisticated writing and a discerning eye for both the trendy and the timeless set the award-winning AT HOME apart.

## Meet the Editors



### EDITOR

AT HOME founding editor **Christy Marshall** grew up in St. Louis and spent years as a journalist in Chicago, Dallas and New York before returning in 1989. Running a magazine has always been Marshall's goal. "I have the world's best job," she says. "I spend my days looking at beautiful houses and putting together a stunning magazine readers love. It doesn't get better than this." [cmarshall@stlmag.com](mailto:cmarshall@stlmag.com)

### ART DIRECTOR

Houston, Texas, native **Lindsay Hotz Timme** joined AT HOME as art director three years ago, and she also contributes to *St. Louis Magazine*. She brings experience in consumer publications from her time in New York City, where she lived after earning her degree from the University of Missouri School of Journalism. The magazine's gorgeous layouts reflect Lindsay's discerning eye and love of great design. [ltimme@stlmag.com](mailto:ltimme@stlmag.com)



### EXECUTIVE EDITOR

**Stefene Russell**, also *St. Louis Magazine's* culture editor, has spent the last 12 years writing and editing stories about arts and culture, with an increasing focus on interiors and architecture during the last six. Her writing experience has equipped her with an eye for fine art, crafts, materials and the principles of design. [srussell@stlmag.com](mailto:srussell@stlmag.com)



### STYLE EDITOR

St. Louis native and *St. Louis Magazine* style editor **Nicole Benoist Edgerton** is constantly on the lookout for the best products and trends for the home. After working in New York, San Francisco and Los Angeles for the likes of Todd Oldham and Chanel, she has developed an intuitive eye and a love for great design. [nedgerton@stlmag.com](mailto:nedgerton@stlmag.com)



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# CIRCULATION

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*AT HOME guarantees advertisers a circulation of 30,000+ copies throughout the St. Louis metropolitan region through a combination of paid and controlled circulation.*

## PAID CIRCULATION

Every issue reaches 12,000+ St. Louisans through a combination of paid subscriptions and newsstand sales.

## SELECT PUBLIC PLACES

AT HOME also lands at more than 2,000 high-traffic locations throughout the area—doctors' and attorneys' offices and other major office building lobbies and high-end hotels.

## NEWSSTAND DISTRIBUTION

Newsstand sales account for nearly 20 percent of total AT HOME circulation. The magazine is sold in high-profile retail locations including Dierberg's, Schnucks, Straub's, Barnes & Noble, Borders and Whole Foods. This number grows with every issue.

## CONTROLLED CIRCULATION

AT HOME mails special subscription offers and sample copies to 10,000 pre-qualified homeowners who have the financial means to do business with advertisers. These homeowners meet AT HOME's preferred demographic guidelines, which include a median home value of \$449,000+ and a household income of \$214,000+.

## MEMBER BENEFIT

AT HOME makes copies of every issue available to nonprofit organizations and professional trade associations as a membership perk.

## BONUS DISTRIBUTION

AT HOME receives bonus distribution at *St. Louis Magazine's* Signature Events, including Unveiled (bridal event), the Best Doctors and Best Dressed events, and the FEVER spring and fall fashion shows.

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# MEET OUR READER

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*AT HOME's reader is wealthy, lives well and uses her home to make a statement. She seeks value and quality, and she's willing to pay for it.*



As the sister publication of *St. Louis Magazine*, AT HOME is aligned with the top demographic print medium in the city. Our readers are affluent homeowners who value AT HOME and identify with its editorial mission, as well as the advertisers who support it.

## DEMOGRAPHIC PROFILE\*

Gender	Female	87%
	Male	13%
Age	Average	55 years
	25 to 54	46%
Marital Status	Married	70%
Education	Attended College	65%
	Postgraduate Degree	31%
Employment	Employed	59%
	Managerial/Professional	64%
	Business Owner/Partner	29%
Household Income	Average	\$214,000
Home Ownership	Ownership	94%
	Average Home Value	\$449,000
	Average Household Net Worth	\$1,168,000



In just four years, AT HOME's editors have cultivated a loyal and growing readership which looks to the magazine for inspiration and direction. Each issue is designed as a reader resource for inspiration, direction and information. The AT HOME audience cherishes gracious living.



AT HOME readers spend an average of 60 minutes looking through each issue.\*

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# EDITORIAL CALENDAR

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## JANUARY/FEBRUARY Home Improvement

- How to make home an even better place: New trends in furniture, accessories, cabinetry and more.
- A 12-month home maintenance calendar.

**Special Advertising Sections:** Small Changes/Big Difference, Green Is in the Details

## MARCH/APRIL The Design Issue

- The city's hottest designers.
- Crazy for Custom: Where to find everything, made to order

**Special Advertising Sections:** Designer Spotlight, ASID Member Directory, Pool and Deck Showcase

## MAY/JUNE The Garden Issue

- Landscape designers and gardeners design masterworks large and small, sunny and shady and everywhere in between.
- Tricks of the trade.
- The latest and hottest garden products and plants.
- Classes at the Missouri Botanical Garden.

**Special Advertising Sections:** Outdoor Living, Ask the Gardener

## JULY/AUGUST Second Homes

- Magnificent getaway homes from southern Missouri to Michigan.
- Bringing the Backyard Back: Adding ponds, patios or a pool—or revamping an existing one.
- Community Service Feature: AT HOME teams with Habitat for Humanity.

**Special Advertising Sections:** Smart Living, HBA Member Directory

## SEPTEMBER/OCTOBER The Kitchen & Bath Issue

- The latest in kitchen and bath trends, with stellar kitchens and baths by local designers.
- Antiques: Stores, tips on what to look for and how to care for the treasures.

**Special Advertising Sections:** Green in the Details, Kitchen and Bath Showcase, NKBA Member Directory

## NOVEMBER/DECEMBER Simply the Best

- The Best Architects and Designers.
- The Best of Everything for the Home.
- AT HOME 2009 Architect & Design Awards.

**Special Advertising Sections:** At Home for the Holidays



92% of AT HOME readers rate the quality of the magazine as excellent.\*

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# IN EVERY ISSUE

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AT HOME is St. Louis' premier resource for gracious living. Each issue entertains and informs readers about trends in home furnishings and the top designers and offers guidance on decorating, entertaining and gardening.

## Great Goods

AT HOME's editors are constantly out in the field and always on the prowl for the latest, greatest products out on the shelves. Here, they share their finds.

## Homefront

Succinct, fun-to-read features on trends, local artists, day and weekend getaways, new shops, and the editors' favorite shops. New for 2009: a running calendar of stores' sales.

## Real Estate

AT HOME is also a resource for house hunters. Each issue brings noteworthy properties for sale. The popular Estate Sales column reveals purchase prices by homebuyers.

## Made Over

Everyone loves to see a room morph from ordinary to extraordinary. A must-read feature that's rife with design ideas readers can borrow and adapt. Local designers also offer advice to help readers resolve design dilemmas.

## Pal-ing With the Pros

AT HOME writers accompany seasoned collectors, designers and retailers on buying trips out in the field to glean insights into their specialties.

## Calendar

Area trade shows, house tours, great markets and other décor and design happenings.

## The Party

The reader becomes the guest at lavish, intimate events held in the homes of the city's most gracious hosts. An inspiring look at the art of entertaining, from invitation to execution, as well as the chef's own recipes.

## End Note

From favorite rooms to commentary from the area's most fascinating personalities, AT HOME's last page ends the issue on a high note.



More than two-thirds of AT HOME readers have shopped in a store and/or bought a product or service seen in the magazine.\*

# ADVERTISING SPECIFICATIONS

## CLOSING DATES

	jan/feb	mar/apr	may/june	july/aug	sept/oct	nov/dec
Space Reservation	11/6	1/8	3/12	5/7	7/9	9/10
Ads Requiring Production	11/17	1/12	3/16	5/11	7/20	9/14
Camera-Ready Deadline	11/21	1/16	3/20	5/15	7/24	9/18
On Newsstands	12/30	2/27	4/30	6/30	8/28	10/27

## FRACTIONAL AD DIMENSIONS

	width IN INCHES	height
2/3 Page	5.25	9.75
1/2 Page V	5.25	7.1875
1/2 Page H	8	4.75
1/3 Page V	2.5	9.75
1/3 Page H	5.25	4.75
1/6 Page V	2.5	4.75
1/6 Page H	5.25	2.25

## FULL-PAGE AD DIMENSIONS

	width IN INCHES	height
Trim Size	9	10.75
With Bleed	9.25	11
Non-Bleed	8	9.75

## SPREAD AD DIMENSIONS

	width IN INCHES	height
Trim Size	18	10.75
With Bleed	18.25	11
Non-Bleed	17	9.75

**PAGE BLEEDS:** 1/8 inch on all sides for a total document size of 9 1/4 inches wide x 11 inches high. Ads submitted without sufficient bleed area will be reduced to fit live area size.

**LIVE/SAFE AREA:** 1/4 inch inside of trim size on all sides of a bleed ad. A full-page bleed ad has a live area measuring 8 1/2 inches wide x 10 1/4 inches high. Please do not place logos, legal disclaimers or other critical information outside live area. Additionally, for spread bleed ads, allow 1/8 inch on each side of the gutter for binding. Clearly mark all ad materials with proper cropping instructions to avoid misinterpretation.



## PRODUCTION SPECIFICATIONS

**Printing:** Web Heatset. **Binding:** Perfect Bound. **Trim Size:** 9" x 10 3/4"

### GENERAL REQUIREMENTS

Ads or materials to create ads should be submitted as electronic media. Files 5 MB or smaller can be emailed. Files larger than 5 MB must be uploaded to our FTP site or mailed on disc.

### IMAGES

- Digital photos must be 350 dpi minimum at size to be printed.
- For production purposes, we cannot accept Web or Internet images, including GIF or low-quality JPEG files (i.e., we cannot accept web images that have been manipulated to higher resolution).
- Acceptable file formats for photography are TIFF or EPS only. Other electronic art needs to be in vector-created formats such as Quark, Illustrator or InDesign.

### FONTS

- Copies of fonts used within any ad or EPS file must be provided in Mac Postscript or Open Type format. Include both screen and printer fonts.

### CAMERA-READY ART

- Preferred format for camera-ready art is a PDF, 350 dpi or higher with embedded fonts.
- "Camera-ready" art is press-ready. This means that no adjustments or alterations to size, color or copy are necessary. AT HOME is not responsible for any error in contents. Improperly prepared files may result in additional production charges. Please outline fonts when possible.
- All art, fonts, printer fonts, photos and graphics must be included on disc. Ads must be created in Illustrator, QuarkXPress, InDesign or Photoshop.

- All color, including photos, must be process separation (4-color) CMYK. Including spot color may incur extra production charges.

### DISCLAIMERS/POLICIES

- AT HOME reserves the right to place a border on any ad smaller than a full page. No floating ads smaller than a full page.
- All ads will run right side up.
- Coupons may not run. (No dotted/dashed lines for coupon.)
- We cannot guarantee legibility of reverse type below 6 points.
- Color accuracy cannot be guaranteed unless a MatchPrint or comparable industry-standard proof is submitted. If desired, these can be provided for you for an additional fee. Please call for more information.
- No cancellations accepted after the space close deadline for the issue. Short rates will apply to all other cancellations.
- Right to refuse materials if deemed objectionable.

### LATE FEES

Materials submitted after the deadline will be subject to a fee of at least \$75. The same fee will be applied to changes made after an issue goes to press.

### CREATIVE SERVICES

*St. Louis Magazine's* AT HOME advertising design staff will provide professional and creative ad design assistance, layout, typesetting and preparation of electronic files to display advertisers at no cost for the first hour of production. Ads requiring more than one hour of work are subject to a \$75 per hour fee in increments of 15 minutes.