



BIRMINGHAM
HOMES & GARDEN
 INSPIRED LIVING FOR BIRMINGHAM & BEYOND

READERSHIP

Recipients of *Birmingham Home & Garden* magazine are highly engaged with the publication. The typical recipient has read all four of the last four issues. Readers spend at least 48 minutes with a typical issue, and they often save their issues for up to five months. Issues are commonly shared with others - 64% pass their issues along to other people. Advertisements in *Birmingham Home & Garden* inspire action among our readers – 56% have taken action in the last 12 months as a result of reading the advertisements in our magazine

DEMOGRAPHICS

Age: 35-64	70%
Female	82%
Homeowners	98%
Average HHI	\$292,000
Average Home Value	\$564,000
Socially or Community Active	91%
Make major household purchasing decisions	86%
Plan major purchases in the next 12 months	87%

DISTRIBUTION

Each copy of *Birmingham Home & Garden* is read by an average of eight people and, with a circulation of 13,800, our advertisers reach an audience of more than 110,000 in the greater Birmingham area. Over 7,000 copies of each issue are mailed to the homes of our subscribers and 2,000 are mailed to doctors' offices, dentists' offices, hair salons and spas. The magazine is also sold at Barnes and Noble, Books-A-Million, Westerns, Piggly Wiggles and other area retailers.

Birmingham Home & Garden's mailed distribution includes these areas: Birmingham, Homewood, Mountain Brook, Vestavia Hills, Hoover, Forest Park, Brook Highland, Inverness, Greystone, Cahaba Heights, Alabaster, Helena, Leeds, Pelham, Springville, Trussville and Ashville.

SURVEY BY:





EDITORIAL CALENDAR



ABOUT US

Birmingham Home & Garden celebrates inspired living for Birmingham and beyond. In each of our eight issues per year, the magazine features Birmingham's most beautiful homes and gardens and the people who live in them. Birmingham Home & Garden is the area's only "shelter" magazine and it reaches more than 110,000 readers throughout the area. Our readers are your customers; people who invest in the beauty of their surroundings and the quality of their lives. Regular readers of the magazine include architects, builders, designers, decorators and homeowners.

ISSUE		Ad Closing Date:	Print-Ready Ads Due:	Publication Date:
JAN/FEB	Trendsetters & Tastemakers Going Bold Beautiful Baths <i>Special Section: Beautiful Baths</i>	Nov. 20	Dec. 4	Jan. 1
MARCH/APRIL	Second Homes & Getaways Gorgeous Gardens Spring Travel <i>Special Section: Parade of Homes</i>	Jan. 22	Jan. 31	March 1
MAY/JUNE	The Before and After Issue Outdoor Living <i>Special Section: HBAA AREA Awards</i>	March 22	March 29	May 1
JULY/AUG	Beautiful Kitchens Food and Entertaining	May 26	May 29	July 1
SEPT/OCT	Antiques & Traditions Historic and Fall Travel <i>Special Section: Designer Spotlight</i> <i>Special Section: Antiques and Vintage</i>	July 23	July 30	Sept. 1
NOV/DEC	The Holiday Issue Decorating Ideas Entertaining <i>Special Section: Gallery Hopping</i> <i>Special Section: Above & Beyond</i>	Sept. 24	Oct. 1	Nov. 1
IN EVERY ISSUE:				
	Showroom Spotlight Fine Finishes Builder / Community Profile		Recipes & Entertaining Fashion	

ADVERTISING RATES / MECHANICALS

FOUR COLOR RATES

Ad Size	6x	3x	1x
Full Page	1,943	2,214	2,685
2/3 Page	1,531	1,995	2,312
1/2 Page	1,323	1,581	1,940
1/3 Page	725	950	1,210
1/6 Page	425	580	750
2 Page Spread	2,986	3,987	4,750

PREMIUM POSITIONS

Ad Size	6x	3x	1x
Pages 2	2,234	2,546	3,088
Page 3	2,234	2,546	3,088
Inside Back Cover	2,234	2,546	3,088
Back Cover	2,332	2,657	3,222

PRESS READY REQUIREMENTS:

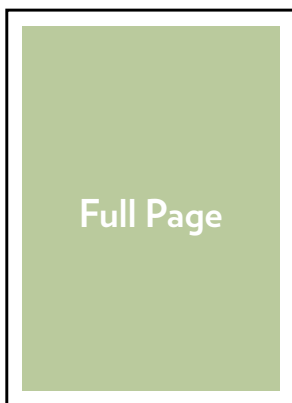
- File Formats: High Resolution PDF, TIF, JPEG, CS6 or lower in Photoshop, Illustrator or InDesign
- Delivery: Under 15MB – email to account representative; Over 15MG – upload to our FTP site

DESIGN SPECIFICS:

- Full page bleed 8.375" w x 11.0625" h trims to 8.125" w x 10.8125" h
- Live area should be 0.25" inside the trim
- Maximum density is 300%
- Line Screen – not to exceed 150

DESIGN SERVICES

- Ad design/re-design services are \$30/ hour. One hour minimum
- Up to 2 proofs provided
- Photo purchase or photo shoot prices vary, call for a price quote

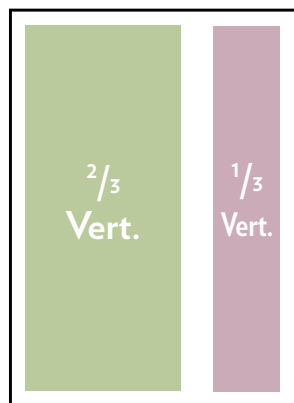


Full Page Bleed:

8.375" w x 11.0625" h
trims to 8.125" w
x 10.8125" h

Full Page Non-Bleed:

7" w x 10" h

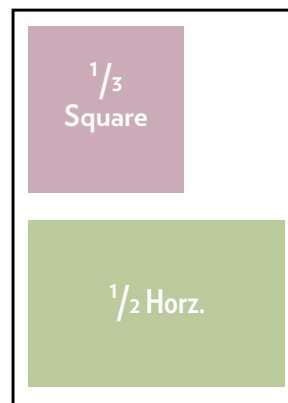


2/3 Vertical

4.625" w x 10" h

1/3 Vertical

2.125" w x 10" h

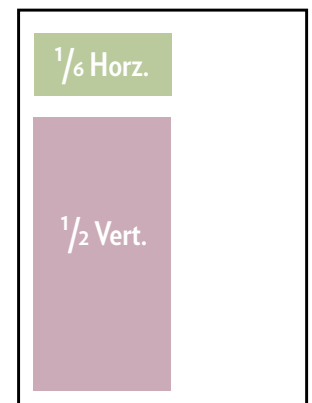


1/3 Square

4.625" w x 4.875" h

1/2 Horizontal

7" w x 4.875" h



1/6 Horz.

4.625" w x 2.25" h

1/2 Vertical

4.625" w x 7.5" h