

# Overview



## Birmingham Home & Garden magazine

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.

## 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 homes 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, Joe Muggs 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.

BIRMINGHAM  
HOME & GARDEN  
INSPIRED LIVING FOR BIRMINGHAM & BEYOND

# demographics



## reader profile:

Age: 35-64	<b>70%</b>
Female	<b>82%</b>
Homeowners	<b>98%</b>
Average HHI	<b>\$292,000</b>
Average Home Value	<b>\$564,000</b>
Socially or Community Active	<b>91%</b>
Make major household purchasing decisions	<b>86%</b>
Plan major purchases in the next 12 months	<b>87%</b>
· Home furnishing and accessories	<b>51%</b>
· Landscaping	<b>43%</b>
· Home services (maid, lawn care, etc.)	<b>36%</b>
· Plasma and high definition television	<b>29%</b>
· Home remodeling and addition	<b>28%</b>

## highly engaged readers:

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
- Readers also say they 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

*about this survey:* The survey was conducted by Readex Research for Birmingham Home and Garden magazine. Data was collected via mail survey from August 14 to September 25, 2008. The survey was closed for tabulation with a **51% response rate**, indicating high affinity for publication.

 **ReadexResearch**  
Experienced. Trusted. Insightful.

BIRMINGHAM  
**HOME & GARDEN**  
INSPIRED LIVING FOR BIRMINGHAM & BEYOND

2204 Lakeshore Drive, Suite 120  
Birmingham, AL 35209  
Ph: 205.802.6363 · Fx: 205.802.6393  
[www.birminghamhomeandagarden.com](http://www.birminghamhomeandagarden.com)

# 2012 Calendar



ISSUES & ADVERTISING OPPORTUNITIES	IMPORTANT DATES
<p><b>JANUARY/FEBRUARY</b> <b>Color Trends • Baths</b></p> <p>+ Romantic Travel + Best Valentine Bouquets in Town <b>SPECIAL AD SECTION:</b> Industry Design Trends</p>	<p><b>Ad Closing Date: Nov.23</b> <b>Print-Ready Ads: Dec. 6</b> <b>Publication Date: Jan. 1</b></p>
<p><b>MARCH/APRIL</b> <b>Before &amp; After</b></p> <p>+ Starting Smart - New Home Designs (renderings + floorplans) for established Birmingham neighborhoods by local architects + Spring Break Getaways <b>SPECIAL EVENT PROGRAM:</b> The Official GBAHB Parade of Homes/Remodeling Expo (10,000 bonus copies)</p>	<p><b>Ad Closing Date: Jan. 24</b> <b>Print-Ready Ads: Feb. 3</b> <b>Publication Date: March 1</b></p>
<p><b>MAY/JUNE</b> <b>Gardens • Pools</b></p> <p>+ Second Homes &amp; Vacation Planner</p>	<p><b>Ad Closing Date: March 22</b> <b>Print-Ready Ads: April 5</b> <b>Publication Date: May 1</b></p>
<p><b>JULY/AUGUST</b> <b>The KITCHEN Issue • Decorators' ShowHouse</b></p> <p>+ Personal Spaces / Kid's Spaces <b>SPECIAL AD SECTION:</b> Art Galleries &amp; Artists</p>	<p><b>Ad Closing Date: May 25</b> <b>Print-Ready Ads: June 8</b> <b>Publication Date: July 1</b></p>
<p><b>SEPTEMBER/OCTOBER</b> <b>Historic Homes Issue</b></p> <p>+ Historic Travel + Tried and True Signature Birmingham Recipes <b>SPECIAL AD SECTION:</b> Shopping for Antiques</p>	<p><b>Ad Closing Date: July 23</b> <b>Print-Ready Ads: Aug. 3</b> <b>Publication Date: Sept. 1</b></p>
<p><b>NOVEMBER/DECEMBER</b> <b>The Holiday Issue &amp; Entertaining</b></p> <p><b>SPECIAL AD SECTION:</b> COCOONING:</p> <ul style="list-style-type: none"> <li>• Spas</li> <li>• Home Theatre &amp; Technology</li> <li>• Party Planning Guide</li> </ul>	<p><b>Ad Closing Date: Sept. 21</b> <b>Print-Ready Ads: Oct. 5</b> <b>Publication Date: Nov. 1</b></p>
<b>SPECIAL PUBLICATIONS :</b>	
<p><b>APRIL</b> <b>The Decorators' ShowHouse Program</b> Produced for the Alabama Symphony Orchestra</p>	<p><b>Ad Closing Date: March 1</b> <b>Print-Ready Ads: March 20</b> <b>Publication Date: April 1</b></p>

**IN EVERY ISSUE:** Birmingham Home & Garden brings you the best of our city and beyond. You'll find inspired interiors suited to the way you live today. Celebrate shopping, design, architecture, building, remodeling, and entertaining in the only homes magazine in Birmingham.



# mechanicals/specs

Ad Size	width	height
2 Page Spread (Full Bleed)*	16.5"	11.125"
Full Page Bleed*	8.375"	11.125"
Full Page	7"	10"
2/3 Vertical	4.625"	10"
1/2 Horizontal	7"	4.875"
1/2 Vertical	4.625"	7.5"
1/3 Square	4.625"	4.875"
1/3 Vertical	2.125"	10"
1/6 Horizontal	4.625"	2.25"
1/6 Vertical	2.125"	4.875"

## Trim Bleed Size:

**Magazine Trim Size is 8.125" x 10.875".** Full page bleed size is 8.375" x 11.125". When creating full page bleed ads, please do not use any crop or registration marks. Ads submitted without sufficient bleed area will be reduced to fit live area size.

**Live area is 7" x 10"** We highly recommend that all important information (i.e. text) is kept within the live area. If text or other important information is outside the live area, we are not responsible if it is left out.

## To Submit Your Ad:

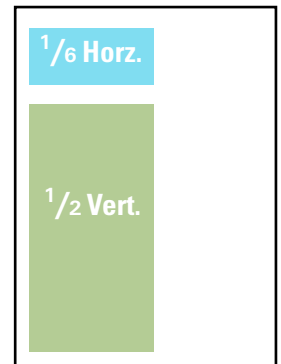
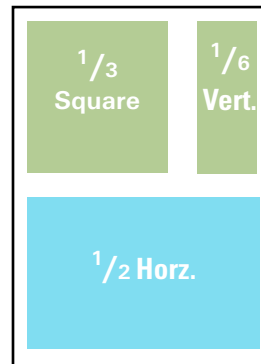
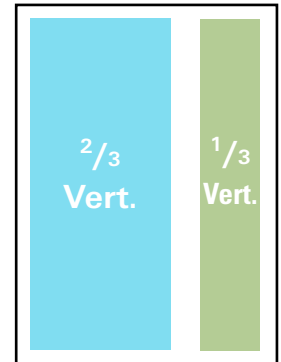
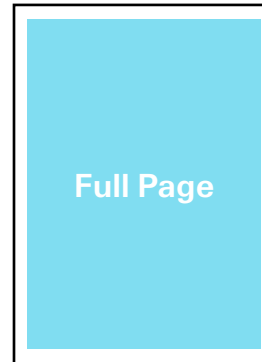
**Preferred format for camera-ready ad submission is a PDF.** Files must be CMYK, have a resolution of 300 dpi or higher, and must have all fonts embedded. PDF documents created using the "PDF/X-1a" is strongly recommended.

While we do our best to ensure color accuracy, *Birmingham Home & Garden* is not responsible for incorrect output of color or the color correcting of ads if a color match proof is not provided.

## Creative Services

*Birmingham Home & Garden's* art department will provide professional and creative ad design assistance, layout, typesetting and preparation of electronic files to display advertisers at a low flat rate per ad (see prices on rate sheet) Photo images must be at least 300 dpi.

We accept the following formats: .tif, .eps and .jpg. Images off of the web or embedded in a Word document will not be accepted. **If you submit an ad created in Microsoft Word or Publisher, you will be charged full production price, and you will have to provide us all images separately.**



## File Transfer

E-MAIL: Ads can be submitted via e-mail to your sales rep, or to ads@pmtpublishing.com. Please keep in mind that our e-mail system can only accept files that are less than 15MB.

FTP SITE: For files that are larger than 15MB, our FTP site may be used. When e-mailing ads or uploading to our FTP site, please e-mail or telephone a confirmation of submission along with the file/folder name to your account executive. Label the file with the name of the advertiser.

**ftp site: ftp.208.67.158.162**

**Username: pmtpub Password: publ1sh1ng**

Mac users need FTP software (ie. Fetch, Cyberduck, etc)

BIRMINGHAM  
**HOMES & GARDEN**  
INSPIRED LIVING FOR BIRMINGHAM & BEYOND

2204 Lakeshore Drive, Suite 120  
Birmingham, AL 35209  
Ph: 205.802.6363 · Fx: 205.802.6393  
www.birminghamhomeandagarden.com