LONG BEACH ISLAND HOME DESIGN MAGAZINE

OPEN HOUSE

INTERIOR & EXTERIOR DESIGN

MEDIA KIT 2022

OPEN HOUSE is the only publication entirely dedicated to home design in the Long Beach Island market and surrounding areas. Whether capturing the sweeping views from an oceanfront home or the relaxed atmosphere of a home designed for family living, the photographs and editorial will engage our readers to understand how the various spaces inside and out relate to each other. The magazine will feature editorial on interior and exterior treatments, kitchen, bath, home technology, landscape design, art, furniture and much more. ***OPEN HOUSE*** will truly bring to life the diverse architecture that encompasses life in the Long Beach Island and the surrounding areas.

DEMOGRAPHIC PROFILE

88% WILL SPEND OVER $5,500 ON THEIR HOME DURING THE YEAR

93% AGREE THAT MY SUMMER HERE IS MY RETREAT

81% WILL MAKE A MAJOR DECISION ON THEIR HOME IN THE NEXT 24 MONTHS

89% OWN A HOME ON LBI

CIRCULATION & DISTRIBUTION

4,000 copies will be distributed for the Spring 2021 issue. Displayed prominently on Long Beach Island and vicinity, plus 20,000 Digital Copies.

AD SPECS

SIZE	BLEED	TRIM
Full Page	8.625" x 10.75"	8.375" x 10.5"
Spread	17" x 10.75"	16.75" x 10.5"
1/2 Horizontal	7.3785" x 4.7517"	7.2375" x 4.625"
1/2 Vertical	3.6875" x 9.5"	3.5625" x 9.375"

Build ad trim size and extend bleed 5/8″ beyond trim on all sides. Supply spreads as spreads, all other ads as single pages. All ads must be saved as PDF (300dpi) high-resolution with a hard copy proof. All images and files must be CMYK. All Artwork, images and fonts must be included when file is saved as PDF (high-resolution). All spot colors must be converted to CMYK.

PRINT RATES

SIZE	SPRING
Full Page	$1,200
Double Page Spread	$2,800
1/2 Horizontal	$600
1/2 Vertical	$600
Inside font cover	$1,400
Inside back cover	$1,400
Page facing inside cover	$1,400
Page 5	$2,750
Page 7	$1,700
Page 9	$1,400
Inside center fold	$1,300
	$2,800

CALENDAR

SPRING
issue

In home May

AD CLOSE
3/7/22

EDITORIAL CONTENT

Interior Design

Architecture

Kitchen&Bath

Landscape Design

Home Technology

Art

OPEN HOUSE MAGAZINE IS THE TOP RESOURCE FOR CONSUMERS WHO WANT TO TAP INTO DESIGN AND ARCHITECTURE COMMUNITIES IN THE LONG BEACH ISLAND AND SURROUNDING AREA.

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