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CALIFORNIAHOME+DESIGN

MEDIA KIT



californiahomedesign.com

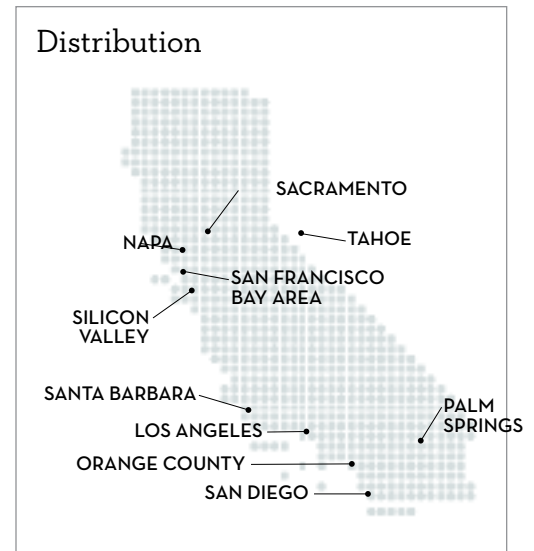
STATE OF STYLE

California Home+Design is a multi-platform media brand that pairs unparalleled design and architecture inspiration with the cutting-edge resources that our sophisticated audience demands. Featuring incredible homes, covetable products, expert entertaining advice, desirable destinations and up-to-date industry news, California Home+Design celebrates the richness of the California lifestyle and spotlights the ideas and innovations of the design community. Our mission is to celebrate all aspects of design from Silicon Valley to Santa Barbara, Napa to North Hollywood and beyond.

ADVERTISING | EVENTS
STRATEGIC PARTNERSHIPS
INTEGRATED PROGRAMS
PRINT | DIGITAL | SOCIAL MEDIA

CIRCULATION: 100,000

FREQUENCY: 4X



DEMOGRAPHICS

Women	67%
Men	33%
Median age of CH+D reader	47
Married/partnered	70%
Own their primary residence	80%
Own more than one property	50%
Travel at least 5x a year	70%
Median household income	\$250,000

2016 EDITORIAL CALENDAR

IN EVERY ISSUE

Product Finds &
Shopping Guides

Technology

Travel &
Destinations



*NEW IN 2016...

The California Home +
Design Digital Edition!

Available on iTunes, Google
and Amazon, the new digital
edition offers exclusive
opportunities to include direct
links to your website and
videos that further display your
offering. Stay tuned for exclusive
digital issues, available on
our app newsstand!

SPRING

Our annual awards issue - Honoring the best in California design
Special section: Entertaining in Style

SUMMER

The Art of Living - Celebrating California's Art community, collec-
tors and more! **Special Section:** Inspiration and product gallery for
designing the perfect Pool.

FALL

The Influencer Issue - Shedding light on the Design life of the Industry's
who's who. **Special Section:** What's new in Kitchen & Bath

WINTER

Winter Special: The Source - A Guide for Designing Your Life



CaliforniaHomeDesign.com is a design enthusiasts ideal site to stay informed of the constantly evolving state of California design. The site also serves as a vibrant source of inspiration for an audience eager to research and locate goods and services throughout their area. We strive to serve the design community, as well as the consumer and design enthusiasts, celebrating all aspects of design each and every day.

SITE METRICS

MONTHLY IMPRESSIONS:
1,500,000+

MONTHLY PAGEVIEWS: 525,000+

UNIQUE VISITORS PER MONTH:
75,000+

AVERAGE PAGES PER VISIT: 7.65

AVERAGE TIME SPENT ON SITE:
4:02

NEWSLETTER METRICS

SUBSCRIBERS: 32,000

SOCIAL METRICS

FACEBOOK: over 600K

TWITTER: over 25K

INSTAGRAM: over 4K

Increase your exposure and drive your message with seamless integration into our digital platforms. Opportunities include, but are not limited to:

- Online display ads
- Weekly Newsletters
- Dedicated Blasts
- Customized gallery and blog sponsorships
- Campaign integration in our robust social media channels

2016 PRODUCTION SCHEDULE

ISSUE	AD CLOSE	MATERIALS	ON SALE
Spring	1/15/16	1/22/16	2/23/16
Summer	4/18/16	4/25/16	5/17/16
Fall	7/15/16	7/22/16	8/16/16
Winter	10/14/16	10/21/16	11/15/16

**Please Note: Dates are subject to change

2016 RATES

NATIONAL	OPEN RATE	2x	4x
Cover 4	\$13,125	\$11,815	\$10,500
Cover 3	\$11,025	\$9,975	\$8,925
Cover 2, Page 1	\$17,325	\$15,750	\$14,175
2 Page Spread	\$14,700	\$10,500	\$11,550
Page	\$9,975	\$8,400	\$6,825
Half	\$6,825	\$5,250	\$3,675

*All Rates Quoted Are Net Per Insertion

** Custom Integrated Programs Upon Request

MATERIAL SPECIFICATIONS

PRINT

- Page trim size: 9 x 10.875 inches
- Printing: Heat offset web on dull-coated paper stock
- Printed line screen: 200 lpi
- Bindery: Perfect bind
- Total Ink Density (TAC) cannot exceed 300%.

Technical Specifications

- PDF/X-1a is *California Home+Design* magazine's preferred file format.
No native application files are accepted.
- Files submitted as native formatted files will be charged a \$250 processing fee.
- A customer-supplied, SWOP-approved, contract color proof is required to ensure color accuracy on all ad files submitted. If no such proof is supplied, no guarantees can be made on the accurate reproduction of the ad file on press. No exceptions.
- Submit files digitally to: production@chdmedia.com

Contact

Ad Sales:

Ali Grosslight, ali@chdmedia.com

Production:

Timothy Wudarski, production@chdmedia.com

Materials shipping address:

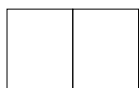
CHD Media

1941 Lyon Street, San Francisco, CA 94115

production@chdmedia.com

p 415.483.2434

PRINT AD SIZES



Spread

Safety: 17.5 x 10.375

Trim: 18 x 10.875

Bleed: 18.5 x 11.375

Bleed All Sides



Full Page

Safety: 8.5 x 10.375

Trim: 9 x 10.875

Bleed: 9.5 x 11.375

Bleed All Sides



1/2 Page Tall

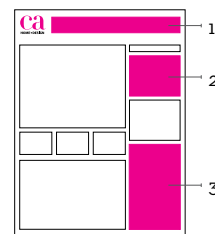
4 x 10.375

No Bleed -

Ad can fill entire area



ONLINE



1. Leaderboard (728 x 90)

File Size/Type: 54K (GIF, JPG or PNG)

Animation/Video: 15/30 sec

Number of Loops: Unlimited

Expandable/Retractable: Yes (728 x 90)

2. Medium Rectangle (300 x 250)

File Size/Type: 54K (GIF, JPG or PNG)

Animation/Video: 15/30 sec

Number of Loops: Unlimited

Expandable/Retractable: Yes (600 x 250)

3. Large Rectangle (300 x 600)

File Size/Type: 54K (GIF, JPG or PNG)

Animation/Video: 15/30 sec

Number of Loops: Unlimited

Expandable/Retractable: Yes (600 x 600)

NEWSLETTER

Medium Rectangle (300 x 250)

File Size/Type: 54K (GIF, JPG or PNG)

DEDICATED BLAST

Large Flyer (500 x 700)

File Size/Type: 54K (GIF, JPG or PNG)

ONLINE + NEWSLETTER RATES

UNIT NAME	UNIT SIZE	NET PRICE (CPM)
Leaderboard	728 x 90	\$22
Square Rectangle	300 x 250	\$22
Tall Rectangle	300 x 600	\$28
Facebook Post	N/A	\$550
Twitter Post	N/A	\$550
E-Newsletter Ad	300 x 250	\$1,650
Dedicated Blast	500 x 700	\$4,400
Sponsored Blog Post	N/A	\$2,200
Sponsored Gallery	N/A	\$2,200

**OPEN RATE CARD, ALL STANDARD AD SIZES ARE CPM BASED UNLESS OTHERWISE NOTED*

*** Targeted placement, roadblocks, takeovers and custom social programs and contests are priced on a case-by-case basis.
Custom programs are available and encouraged.*

FOR MORE ADVERTISING INFORMATION,
CONTACT: ALI GROSSLIGHT: ALI@CHDMEDIA.COM