ASPIRE

DESIGN AND HOME

2019 MEDIA KIT
**ASPIRE DESIGN AND HOME** inspires readers through stunningly produced quarterly print editions, that feature meticulously curated product and trend coverage, as well as original luxury editorial features from around the globe.

**ASPIRE DESIGN AND HOME** has the unique ability to reach an international, affluent consumer and high-end design industry audience, utilizing a sophisticated and carefully targeted distribution system that is continually augmented to take advantage of the market's ever-evolving opportunities.

**ASPIRE DESIGN AND HOME** collaborates with Designers, Manufacturers, Artisans, Architects, Developers, Builders and Realtors to inform, showcase and market their products and services.

Our 360° multi-platform offering covers all bases and delivers a quantifiable and consistent result to our advertising partners. Utilizing traditional and non-traditional digital marketing methodologies, social influencer engagement and live events, we deliver a highly-qualified, interactive audience directly into the hands of our partners.
IN EVERY ISSUE

Celebrated designers offer individual takes on some of the industry's most spectacular lighting options. Versatility, ambiance, and style are carefully considered after a consideration of the cutting-edge fixtures highlighted here. Entrant after entrant of innovative ideas, there is something to inspire the designer within us all.

ARCHETYPES

16 lighting elements

ARCHETYPES

IN PURSUIT OF

tiles

IN PURSUIT OF

NOURISHMENT

DINNER GUEST

Juan Carlos Pagan

JENNIFER J. MORRIS

WATERCOLOR BLUES

Back in the 18th century, John Nash, the English architect and landscape designer, first used blue to create a cool brightness. The idea was to achieve a certain effect: to make the blue resemble the effect of the sky, and to make the room appear lighter and more spacious.

Juan Carlos Pagan

JAMIE DRAKE + COLOR

According to Drake, playful color is a defining aspect of his approach to interior design. With names like "Journey of Bliss" and "Tribe of the Feathers," Drake's color schemes are as imaginative as the spaces they fill.
87% of **ASPIRE DESIGN AND HOME** readers consider advertisements in **ASPIRE DESIGN AND HOME** a reliable source of information when considering design and home related purchases.

### AUDIENCE

<table>
<thead>
<tr>
<th><strong>CIRCULATION</strong></th>
<th><strong>PRINT DEMOGRAPHICS</strong></th>
<th><strong>WHO THEY ARE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Printed Copies</td>
<td>Median Net Worth $2,250,000</td>
<td>Median Age 47</td>
</tr>
<tr>
<td>329,844</td>
<td>Median Household Income $375,000</td>
<td>Female 71%</td>
</tr>
<tr>
<td>Digital Issues Downloads 52,404</td>
<td>Median Home Value $1,450,000</td>
<td>Male 29%</td>
</tr>
<tr>
<td>Combined Print &amp; Digital 382,248</td>
<td>Percentage Owning 2+ Homes 43%</td>
<td>Married 68%</td>
</tr>
<tr>
<td><strong>TOTAL READERS PER ISSUE</strong> 877,014*</td>
<td>* Based on subscriber survey</td>
<td>College Degree 71%</td>
</tr>
<tr>
<td>* 2.5 Readers Per Printed Copy</td>
<td></td>
<td>Post Graduate Degree 32%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>* Based on subscriber survey</td>
</tr>
</tbody>
</table>
## Engagement

### Spending
- Remodeling job: 75%
- Real estate purchase: 14%
- Average amount spent on remodel: $125,000
- Average spent on kitchen remodel: $85,000
- Average spent on bathroom remodel: $33,000
- Average spent on architect/builder/contractor: $260,000
- Average spent on home purchase: $1,700,000

### Action Taken
- Takes an action from reading: 80%
- Saves, earmarks or clips ads: 43%
- Researches advertisers: 55%
- Researches a promoted product: 63%

### How They Engage
- Read every issue: 62%
- Read 3 of 4 issues: 73%
- Average time spent reading: 65 minutes

Aspire Design and Home’s audience consists of Interior Designers, Architects, Builders and Developers, Realtors, New Homeowners and High Net Worth Consumers.
MAJOR MARKET % OF CIRCULATION

Atlanta 7.5%
Boston 4.5%
Chicago 11.8%
Dallas/Fort Worth 7.7%
Detroit 2.8%
Houston 4.9%
Los Angeles 13.2%
Miami/Fort Lauderdale/Palm Beach 7.4%
New York 18.9%
Philadelphia 3.2%
San Francisco/Oakland/San Jose 10.9%
Washington DC 3.4%
International 4%
**NATIONAL AD RATES**

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1 TIME</th>
<th>2 TIMES</th>
<th>4 TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>C2 &amp; Page 1 (Spread)</td>
<td>$28,350</td>
<td>$27,500</td>
<td>$26,800</td>
</tr>
<tr>
<td>C4 Back Cover</td>
<td>$16,900</td>
<td>$16,200</td>
<td>$15,700</td>
</tr>
<tr>
<td>C3 Inside Back Cover</td>
<td>$15,500</td>
<td>$14,900</td>
<td>$14,300</td>
</tr>
<tr>
<td>2 Page Spread</td>
<td>$22,250</td>
<td>$21,750</td>
<td>$21,250</td>
</tr>
<tr>
<td>Full Page</td>
<td>$13,300</td>
<td>$12,800</td>
<td>$12,300</td>
</tr>
</tbody>
</table>

*All rates listed are net*
CALENDAR

(March/April/May Distribution)

REVITALIZATION ISSUE

IN EVERY ISSUE
ARCHITECTURE
DESIGN
REAL ESTATE

PLUS
Goodwill Conscientious Design
Travel & Hospitality
In Pursuit Of Objets du Jour
Book Nook
Art & Galleries
Designer Profiles
ASPIRE’s DESIRES Editor’s Picks
ASPIRERSIDE CHAT
DESIGN CENTER

Commitment  FEB 3, 2019
Ad File Due  FEB 10, 2019
Magazine On Sale  MAR 6, 2019

(June/July/August Distribution)

COASTAL ISSUE

IN EVERY ISSUE
ARCHITECTURE
DESIGN
REAL ESTATE

PLUS
Goodwill Conscientious Design
Travel & Hospitality
In Pursuit Of Objets du Jour
Book Nook
Art & Galleries
Designer Profiles
ASPIRE’s DESIRES Editor’s Picks
ASPIRERSIDE CHAT
DESIGN CENTER

Commitment  APR 24, 2019
Ad File Due  MAY 1, 2019
Magazine On Sale  JUN 5, 2019
CALENDAR

(September/October/November Distribution)
THE INFLUENCER ISSUE
IN EVERY ISSUE
ARCHITECTURE
DESIGN
REAL ESTATE
PLUS
Goodwill Conscientious Design
Travel & Hospitality
In Pursuit Of Objets du Jour
Book Nook
Art & Galleries
Designer Profiles
ASPIRE's DESIRES Editor's Picks
ASPIRE SIDE CHAT
DESIGN CENTER

Commitment JUL 25, 2019
Ad File Due AUG 1, 2019
Magazine On Sale SEP 5, 2019

(December/January/February Distribution)
ART ISSUE
IN EVERY ISSUE
ARCHITECTURE
DESIGN
REAL ESTATE
PLUS
Goodwill Conscientious Design
Travel & Hospitality
In Pursuit Of Objets du Jour
Book Nook
Art & Galleries
Designer Profiles
ASPIRE's DESIRES Editor's Picks
ASPIRE SIDE CHAT
DESIGN CENTER

Commitment OCT 25, 2019
Ad File Due NOV 1, 2019
Magazine On Sale DEC 5, 2019

* Editorial calendar subject to change.
AD SPECIFICATIONS

PRINT-READY AD SUBMISSIONS

Send your hi-resolution PDF ad file (up to 10 MGs) to: laura@aspiremetro.com

Files larger than 10 MGs can be uploaded our FTP site: www.aspiremetro.com/upload

Any questions please call the Art Department: 845-534-6110

2 PAGE SPREAD
18.5” wide x 11.125” ht
INCLUDES 1/8” BLEED

(PLEASE ALLOW FOR 1/2” TYPE SAFETY)

FULL PAGE
9.25” wide x 11.125” ht
INCLUDES 1/8” BLEED

(PLEASE ALLOW FOR 1/2” TYPE SAFETY)

FULL PAGE (NO BLEED)
8” wide x 9.8” ht

ALTERATION FEE
There is a minimum $250 Alteration Fee for ads not provided per the above specifications.

ASPIRE DESIGN AND HOME can create an ad for you.*

<table>
<thead>
<tr>
<th>SINGLE PAGE</th>
<th>TWO PAGE SPREAD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Fee $395 per insertion</td>
<td>Design Fee $595 per insertion</td>
</tr>
</tbody>
</table>

FOR AD CREATION, PLEASE PROVIDE THE FOLLOWING:
• High-res images must be a minimum of 300 DPI at final size. Do not resample and/or stretch a file larger than its original size
• If font needs to be emailed they must be compressed and submitted as either an Open Type Face (OTC) or a TrueType Face (TTF)
• Images must be supplied in JPG or TIFF format in CMYK
• Logos are preferred in EPS format in CMYK
• If an image needs to be converted to CMYK, ASPIRE DESIGN AND HOME will not be responsible for color reproduction
• No spot color

* All ads created by ASPIRE DESIGN AND HOME are for ASPIRE DESIGN AND HOME usage only. An additional fee of $1,000 will be charged to use ad file outside of ASPIRE DESIGN AND HOME magazine.
DIGITAL OFFERINGS

HOMEPAGE TAKEOVER

Daily Page Views 13,350  |  Per Day Takeover Cost $7,500

Included in Homepage Takeover: Full Access to Site Homepage. This Can Include One Custom Content Article, Video, and Advertisements Hyperlinking to Company or Product Website.

HOMEPAGE ADVERTISEMENT

Weekly Page Views 93,000  |  Weekly Cost $600*  
*Purchased in 1 Week Frequencies

Included in Homepage Advertisement: One Digital Advertisement Linked to Product or Company Site.
DIGITAL OFFERINGS

500,000
MONTHLY
PAGE VIEWS

Monthly Page Views 186,500 | Annual Cost $6,000
* Can Be Purchased in 3, 6 or 12 Month Frequencies

Included in Listing: Company's Name, Location, Email, Phone Number, Social Media Links, Link to Company Site, Company Overview, Photo Gallery, Google Maps Link, and Contact Form.

MONTHLY
PAGE VIEWS

198

173

84

455

132

DIGITAL OFFERINGS

LOOKBOOK

Monthly Page Views 205,000 | Single Post Cost $600

Included in LookBook: Product Title, Description, Photography, Link to Product or Company Site, and One-Time Sharing on ASPIRE DESIGN AND HOME’s Social Media.
DIGITAL OFFERINGS

SPONSORED VIDEO POST

A Spirio Experience

Video Post Cost $2,500

Included in Video Posting: One Article Post Including Video You’ve Provided, One-Time Sharing on ASPIRE DESIGN AND HOME’s Social Media.

SPONSORED POST

Setting the Perfect Table

One Time Post Cost $2,200

Included in Video Posting: One Article Post Including Text and Images You’ve Provided, One-Time Sharing on ASPIRE DESIGN AND HOME’s Social Media.
**SPONSORED E-BLAST**

**SHOWCASING YOUR OFFER**

- **ASPIRE** will deliver your dedicated content to the in-boxes of 55,000+ opt-in consumers obsessed with all things design and home.
- Your brand message will come from a trusted source AND will feature your subject line.
- Promotional message should include a “Special Offer” opportunity for consumers.
  - Examples include retail incentive, new product info, event invitation, downloadable content, etc.
- Offer should be exclusive to this audience for a one-week time frame.
- Frequency: 4X per month
- List Size: 55,471

**MATERIALS SPECIFICATIONS:**

- **Headline Copy:** 3-6 words maximum
- **Body Copy:** 50-75 words maximum
- **Image Dimensions:** 750x500 pixels at 300 dpi
- **Logo:** Vector format
- **Link:** 1 call-to-action link

**MATERIALS DUE:**

- Three (3) weeks prior to email newsletter blast date

For more information, please contact your sales representative at 845.534.6110 or email, eblast@aspiremetro.com

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**DIGITAL OFFERINGS**

### SPONSORED E-BLAST

**Included in Sponsored Eblast:** One Time E-blast including an Image and Text You’ve Provided Linked to Site.

**SINGLE SPONSOR E-BLAST**

**Included in Advertisement Eblast:** One Time Advertisement in E-blast Linked to Provided Site.
<table>
<thead>
<tr>
<th>UNIT NAME</th>
<th>UNIT SIZE</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$22 (CPM)</td>
</tr>
<tr>
<td>Square Rectangle</td>
<td>300 x 250</td>
<td>$22 (CPM)</td>
</tr>
<tr>
<td>Tall Rectangle</td>
<td>300 x 600</td>
<td>$28 (CPM)</td>
</tr>
<tr>
<td>Facebook Post</td>
<td>N/A</td>
<td>$550 (Net Cost)</td>
</tr>
<tr>
<td>Twitter Post</td>
<td>N/A</td>
<td>$550 (Net Cost)</td>
</tr>
<tr>
<td>Instagram Post</td>
<td>N/A</td>
<td>$550 (Net Cost)</td>
</tr>
<tr>
<td>E-Newsletter Ad</td>
<td>300 x 250</td>
<td>$1,650 (Net Cost)</td>
</tr>
<tr>
<td>Dedicated Blast</td>
<td>500 x 700</td>
<td>$4,400 (Net Cost)</td>
</tr>
<tr>
<td>Sponsored Blog Post</td>
<td>N/A</td>
<td>$2,200 (Net Cost)</td>
</tr>
<tr>
<td>Sponsored Gallery</td>
<td>N/A</td>
<td>$2,200 (Net Cost)</td>
</tr>
</tbody>
</table>

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EVENTS

ASPIRE DESIGN AND HOME brings our audience and advertisers together through exclusive events, designer showhouses, and industry shows.

From Top Left: Ryan Serhant of BRAVO’S Million Dollar Listing with Robin Baron, a lifestyle expert and luxury home furnishings designer | BLACKMAN Showroom Grand Opening Event | ASPIRE DESIGN AND HOME Principals | Steven Mandel, Publisher of ASPIRE DESIGN AND HOME with Barbara Corcoran | Billy Porter of Broadway’s Kinky Boots performing at an ASPIRE DESIGN AND HOME event.

Follow us for all things ASPIRE

ASPIREMETRO.COM & ASPIRE DESIGN AND HOME on your mobile device or tablet at App Store, Google Play, Nook, Kindle, Zinio.