



designers get it:

I am always excited to pick up my issue of BH&G! You never know just what gems you will find in its pages. The great articles with all the resources right at your fingertips and getting to see what my fellow professionals are doing is always a treat. But more important it is a great guide for the homeowners to pick up a few ideas or find a designer whose style they like. Keep up the great work!

—Perry Umphrey, ASID

As an interior designer it is always interesting to be a little voyeuristic and see what is going on in the homes and gardens of Birmingham, and I can't find a better resource for my inner Gladys Kravitz than our own Birmingham Home & Garden.

—Cindee Benson Holladay, ASID

I can't get enough of Birmingham Home and Garden Magazine! I am always anxious to see who is featured in each issue, what they have done with an interior space, and what is trending in Birmingham. What I truly love is the "Birmingham" feel of it, and how it showcases the homes and events in and around my hometown. There are plenty of publications that relate to the southeast, but only one that focuses on where I work and live. It provides excellent resources, wonderful insight, and interesting articles. I am anxious to see what roads it travels down under the guidance of a new and fascinating editor!

— Bryant Williams, Allied Member ASID

Birmingham Home and Garden is a high quality magazine that effectively reaches a great local area. I appreciated the magazine coverage of the winners of the ASID Alabama Chapter Design Excellence Awards, and the other local events of interest. I had several people comment on my award and may have a client as the result.

— Gina Kitchens, Allied Member ASID

I enjoy reading Birmingham Home & Garden magazine. I especially like the 'Resources' column at the end of each article because it gives credit to project contributors that may not have been mentioned in the main story. It always takes a team effort to make any project successful. I have been able to find some new local sources for my projects through these listings.

—Ann Best, ASID

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.

distribution: Each copy of *Birmingham Home & Garden* is read by an average of five 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.



eight regular issues

**JANUARY/
FEBRUARY**

Design Trends 2010

Beautiful Baths

Ad Closing Date: November 25

Print-Ready Ads: December 2

MARCH/APRIL

Spring Parade of Homes

Fresh Ideas for Spring

Ad Closing Date: January 25

Print-Ready Ads: January 29

MAY/JUNE

Outdoor Living

Focus on Remodeling

Gorgeous Gardens

Ad Closing Date: March 26

Print-Ready Ads: April 2

**SPECIAL ISSUE:
JUNE**

Second Homes

Ad Closing Date: April 27

Print-Ready Ads: May 4

JULY/AUGUST

The Kitchen Issue

Decorators' ShowHouse

Ad Closing Date: May 28

Print-Ready Ads: June 7

**SEPTEMBER/
OCTOBER**

Sustainable Living/Green Issue

Fall Home Tour

Ad Closing Date: July 27

Print-Ready Ads: August 3

**SPECIAL ISSUE:
OCTOBER**

Entertaining

Ad Closing Date: August 27

Print-Ready Ads: September 3

**NOVEMBER/
DECEMBER**

Holiday Issue

Ad Closing Date: September 27

Print-Ready Ads: October 4

Special Publication: **DECORATORS'
SHOWHOUSE PROGRAM - APRIL**

Produced for the Alabama Symphony Orchestra

Ad Closing Date: March 12

Print-Ready Ads: March 19

Please see your account representative for full details.

*Editorial Content Subject To Change



reader profile:

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%
• Home furnishing and accessories	51%
• Landscaping	43%
• Home services (maid, lawn care, etc.)	36%
• Plasma and high definition television	29%
• Home remodeling and addition	28%

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.





REQUEST FOR PROPOSAL

Call your account representative for a customized proposal for your business. In addition to standard size ads *Birmingham Home & Garden* also offers unique opportunities for reaching your audience with multiple page units, inserts, polybagging and gatefolds. *Birmingham Home & Garden* can arrange design and printing for your message when requested. Your account representative will work with you to develop the best plan for targeting your audience within your budget.

AD DESIGN RATES

Ads needing production or not submitted in the correct formats will be billed based on the following:

1/6 Ad (BW or 2C)	\$30	1/2 Ad (4C)	\$75
1/6 Ad (4C)	\$40	2/3 Ad (BW or 2C)	\$80
1/3 Ad (BW or 2C)	\$45	2/3 Ad (4C)	\$95
1/3 Ad (4C)	\$55	FP Ad (BW or 2C)	\$130
1/2 Ad (BW or 2C)	\$60	FP Ad (4C)	\$150

Pick-up ads with changes: \$25

Gross Rates Effective January 1, 2009

FOUR COLOR

FREQUENCY DISCOUNT	8x	4x	1x
Full Page	1,943	2,614	3,285
2/3 Page	1,531	2,058	2,590
1/2 Page	1,323	1,781	2,240
1/3 Page	1,110	1,494	1,877
1/6 Page	858	1,154	1,451
2 Page Spread	2,986	4,087	5,136

BLACK + ONE

FREQUENCY DISCOUNT	8x	4x	1x
Full Page	1,856	2,395	2,932
2/3 Page	1,281	1,619	1,959
1/2 Page	1,162	1,462	1,759
1/3 Page	922	1,136	1,351
1/6 Page	638	955	873

BLACK & WHITE

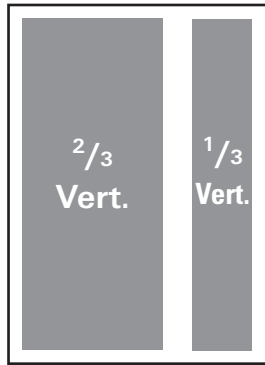
FREQUENCY DISCOUNT	8x	4x	1x
Full Page	1,556	2,095	2,632
2/3 Page	981	1,319	1,659
1/2 Page	862	1,162	1,459
1/3 Page	622	836	1,051
1/6 Page	338	455	573

PREMIUM PLACEMENT

FREQUENCY DISCOUNT	8x	4x	1x
Pages 2, 3 and Inside Back	2,258	3,039	3,817
Back Cover	2,396	3,227	3,944

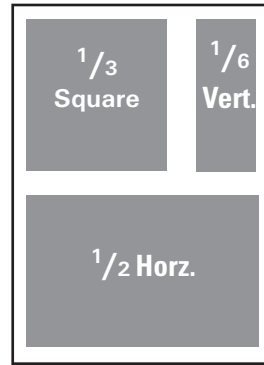


Full Page
W: 7"
H: 10"



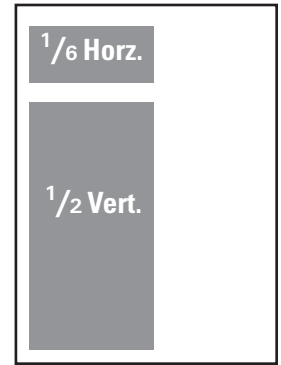
2/3 Vertical
W: 4.625"
H: 10"

1/3 Vertical
W: 2.125"
H: 10"



1/3 Square **1/6 Vertical**
W: 4.625" W: 2.125"
H: 4.875" H: 4.875"

1/2 Horizontal
W: 7"
H: 4.875"



1/6 Horizontal
W: 4.625"
H: 2.25"

1/2 Vertical
W: 4.625"
H: 7.5"

• **Three-Column Page Format**

• **Unit sizes in inches**

• **Bleed Ads**

Full Page bleed: 8 3/8" x 11 1/8"
Will be trimmed to: 8 1/8" x 10 7/8"
Two Page Spread bleed: 16 1/2" x 11 1/8"
Will be trimmed to: 16 1/4" x 10 7/8"

- Keep live copy within standard ad dimensions. No safety necessary for live matter in gutter on spread bleed ads. No copy within 1/4" of trim on all sides. Maximum density for four-color process is 300%

• **Printing Specifications:**

Line Screen: Not to exceed 150

• **Output from Disk**

Birmingham Home & Garden is produced using Adobe InDesign CS 3 for Mac, the standard for professional four-color print production. Files for ads can be accepted in the following formats:

- High Resolution PDF file (preferred)
- High Resolution image file (tiff or jpeg)
- Photoshop CS3 or lower
- Adobe Illustrator CS2 or lower
- InDesign CS3
- QuarkXpress 6.5 or lower

Other formats such as Microsoft Publisher, PowerPoint or Word will require rebuilding of the ad. Fees are based on ad layout charges as noted on reverse.

• **Disk formats accepted are: DVD or CD-Rom**

- Ads under 15 MB can be sent via e-mail to your account

representative. Call your account representative to verify ads have been received.

- Ads over 15 MB can be uploaded to our FTP site. Contact your account representative for FTP information.
- A laser copy for black and white ads or a color copy of the ad must accompany the disk.

• **Shipping Instructions:**

All materials should be shipped flat to:
PMT PUBLISHING
PRODUCTION MANAGER
529 BEACON PKWY. WEST, SUITE 110
BIRMINGHAM, AL 35209

• **Proofs**

Proofs will be furnished upon request, and in time for approval, providing deadline dates are met. Publisher assumes no liability for errors in new copy or copy changes submitted after closing date.

- Problems that will prevent us from outputting your files will result in additional production costs. PMT Publishing cannot guarantee matching color or layout to your provided proof. PMT Publishing is not responsible for errors in file production, such as trapping and overprinting issues that may alter the final printed ad.
- For more information about submitting your ad, please visit our website at www.birminghamhomeandgarden.com and click on Advertising.