



## Second Homes - June 2007

*Birmingham Home & Garden* celebrates inspired living for Birmingham and beyond. In each of our eight issues per year, the magazine features the area's most beautiful homes and gardens and the people who live in them. *Birmingham Home & Garden* reaches more than 90,000 readers throughout the area, readers who are your customers; people who invest in the beauty of their surroundings and the quality of their lives.

### our target reader

- Women between the ages of 30 and 65
- Has a college degree
- Has a home value of at least \$200,000
- Is the primary family shopper
- Entertains for business or pleasure both in and out of the home
- Is interested in redecoration
- Is very likely to own a second home

*The Second Homes issue is the area's only cover-to-cover VACATION HOMES magazine.*

### This June 2007 issue will feature

- Stunning beach homes along the Gulf Coast
- Cozy Alabama lakeside cottages
- Restful mountain retreats
- Vacation "smaller spaces"
- Vacation home decorating ideas & design trends

Your advertising message in this targeted publication will not only reach motivated and interested prospects for buying, building and decorating a second home, but you will also receive these benefits as **ADDED VALUE:**

- Listing in the Advertisers' Index
- Online Advertiser Listing with 4-color logo and hyperlink on our website [www.BirminghamHomeAndGarden.com](http://www.BirminghamHomeAndGarden.com)
- Longer newsstand and website life of 3 months (June, July and August)

SPACE RESERVATION DEADLINE MONDAY, APRIL 23  
*Editorial content subject to change*

Please send ads in PDF format to [ads@pmtpublishing.com](mailto:ads@pmtpublishing.com)

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