

# Buffalo Spree HOME

A lavishly-illustrated guide to home and garden design, *Home* is sent to all *Buffalo Spree* subscribers. Published twice a year (spring and fall). *Home* is the only shelter magazine in Western New York.

## Distribution & Deadline

**Distribution: 20,000 each issue**

**Polybagged with the April 2012 and October 2012 editions of *Buffalo Spree* magazine**

- Distributed to subscribers and a controlled circulation list
- Targeted distribution to the home, garden and design industry

**Deadlines:**

**Spring: February 2, 2012**

**Fall: August 2, 2012**



full page/full bleed  
8.625" x 11.125"

live area: 7" x 10"

trim size  
8.375" x 10.875"

1/2 page  
7" x 4.875"

1/6 page v  
2.187" x 4.875"

1/3 page  
square  
4.56" x 4.875"

### PREMIUM POSITIONS

Position	1x	2x
Back Cover	\$7,100	\$6,500
Inside Front Cover	\$4,395	\$4,050
Inside Back Cover	\$4,395	\$4,050

Add 15% for all other guaranteed Premium Positions.

### ADVERTISING SIZES AND RATES

Size	1x	2x
Full Page	\$3,775	\$3,200
2/3 Page	\$2,985	\$2,530
1/2 Page Horizontal	\$2,545	\$2,155
1/2 Page Island	\$2,545	\$2,155
1/3 Page Square	\$1,870	\$1,625
1/3 Page Vertical	\$1,870	\$1,625
1/6 Page Vertical	\$1,300	\$1,100
1/6 Page Horizontal	\$1,300	\$1,100
1/4 Page Vertical (4 to a page)	\$ 995	\$ 925
Business card	\$ 350	\$ 325

All rates include full color.

### SPECIALTY POSITIONS

Size	Dimensions	1x
Custom 2-Page Layout	17" x 11.125"	\$6,795

Includes photography and advertorial.  
(Ask your rep for details.)

### MARKETPLACE

Size	1x	2x
1/3 Page	\$1,150	\$ 995
1/6 Page	\$ 650	\$ 550
1/12 Page	\$ 380	\$ 350
1/24 Page	\$ 250	\$ 225

1/2 page  
island  
4.56" x 7.44"

1/3 page vertical  
2.187" x 10"

1/6 page h  
4.56" x 2.3125"

2/3 page  
4.56" x 10"

### Marketplace:

1/4 page  
3.375" x  
4.875"

1/4 page  
3.375" x  
4.875"

1/4 page  
3.375" x  
4.875"

1/4 page  
3.375" x  
4.875"

1/6 page  
2.25" x 4.75"

1/12

1/24

1/12 page  
2.25" x 2.25"

1/24 page  
2.25" x 1"

1/3 page vertical  
2.25" x 9.75"