

Buffalo Spree HOME 2011

The *Buffalo Spree* reader wants to know everything about home, garden, and design. This one-of-a-kind publication provides it all.

- The only shelter magazine about Buffalo and Western New York
- Published 2x per year
- Distribution: 22,500 All *Buffalo Spree* subscribers and a direct controlled circulation list. Polybagged with March and October issues of *Buffalo Spree*
- Targeted distribution to the home, garden, and design industry
- Upscale, affluent readership

Deadline:

March Issue - January 13, 2011

October Issue - July 14, 2011



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	\$7,002	\$6,441
Inside Front Cover	\$4,363	\$4,014
Inside Back Cover	\$4,363	\$4,014

Add 15% for all other guaranteed Premium Positions.

ADVERTISING SIZES AND RATES

Size	1x	2x
Full Page	\$3,762	\$3,461
2/3 Page Vertical	\$2,978	\$2,740
1/2 Page Horizontal	\$2,534	\$2,331
1/2 Page Island	\$2,534	\$2,331
1/3 Page Square	\$1,871	\$1,721
1/3 Page Vertical	\$1,871	\$1,721
1/6 Page Vertical	\$1,306	\$1,202
1/6 Page Horizontal	\$1,306	\$1,202
1/4 Page Vertical (4 to a page)	\$ 993	\$ 914

All rates include full color.

SPECIALTY POSITIONS

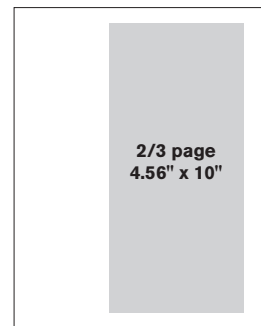
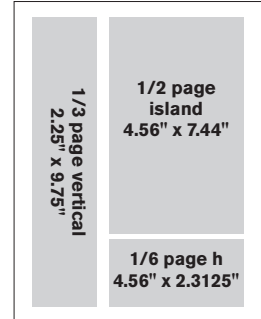
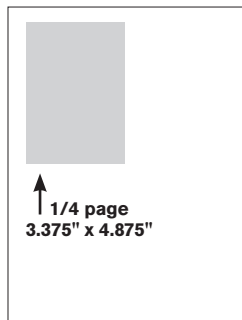
Size	Dimensions	1x
Custom 2-Page Layout	17" x 11.125"	\$6,479

Includes photography and advertorial.

(Ask your rep for details.)

MARKETPLACE

Size	1x	2x
1/3 Page	\$1092	\$1004
1/6 Page	\$ 601	\$ 553
1/12 Page	\$ 366	\$ 336
1/24 Page	\$ 345	\$ 326



Marketplace:

