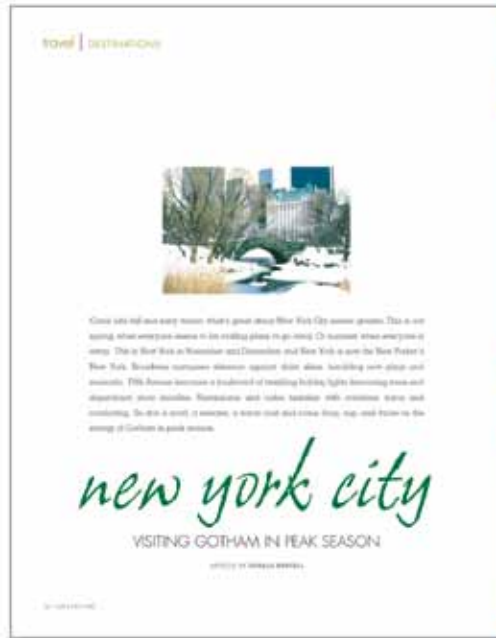


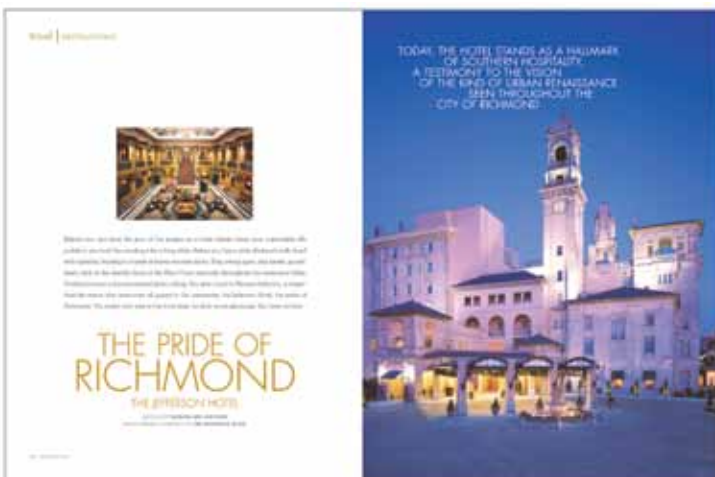
EASTERN  
**home**  
 &  
**travel**

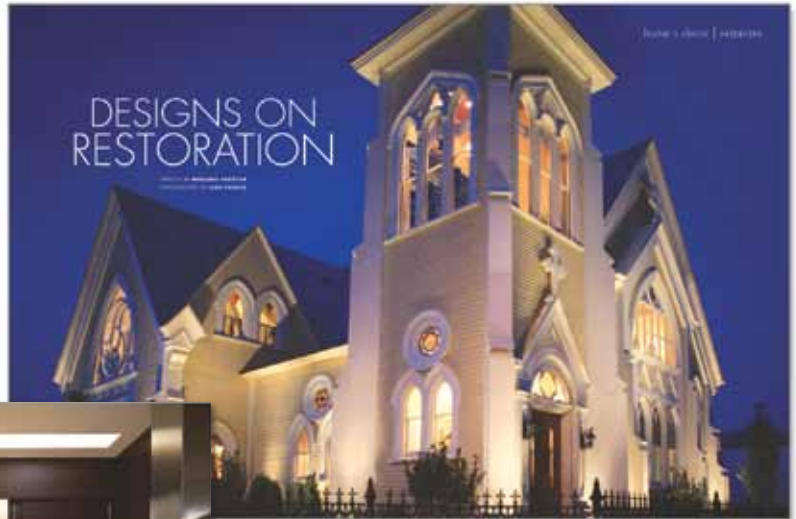
The eastern states are beautiful and diverse, a blend of our country's earliest history and contemporary, cosmopolitan living. *EASTERN Home & Travel* magazine reflects those attributes through its clean, artistic design and editorial that focuses on the best of living in and exploring the Eastern U.S.



# Travel

Memorable destinations, luxurious accommodations, and imaginative getaways for active travelers who enjoy discovering new places and revisiting old favorites, throughout the eastern states.





# Home & Decor

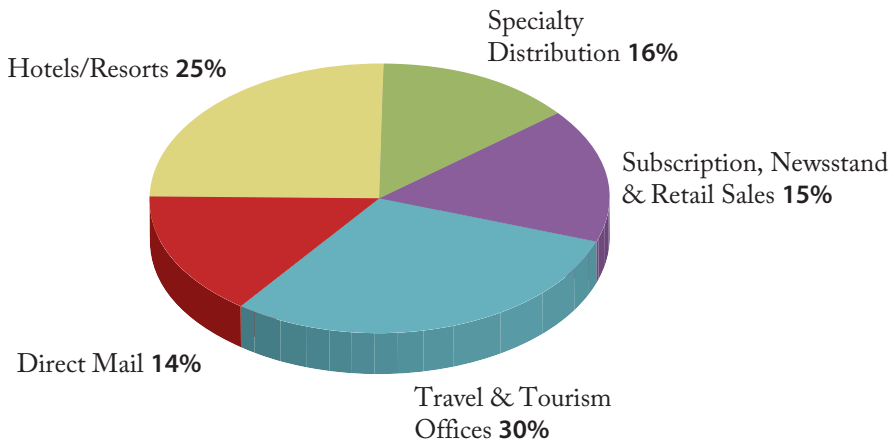
Design innovations, distinctive products, and inspiration for readers who view home as an oasis in a fast-paced world.

# Accessible Luxury

Accessible luxury is about wine, food, history, and the arts — the things that enrich our lives and appeal to the magazine's educated and adventuresome reader base.



## PUBLICATION DISTRIBUTION



### Total Distribution : 30,000\*

Copies distributed through subscription, newsstand, bookstore, and retail sales

Copies distributed to better hotels/resorts

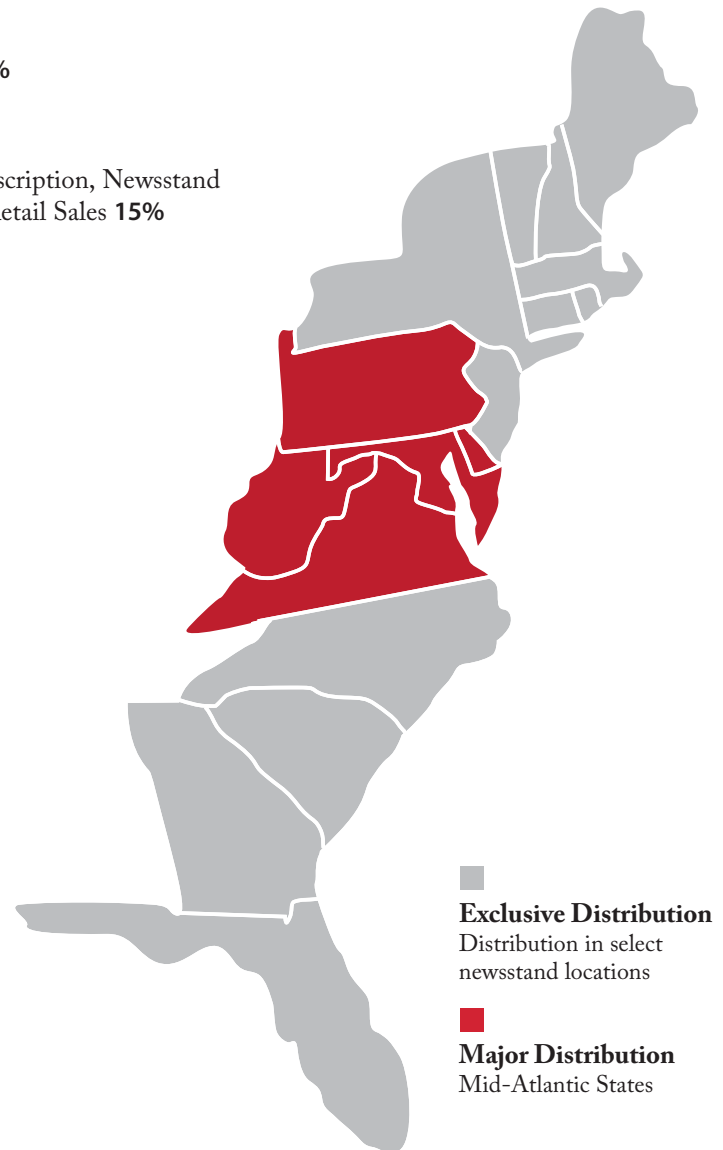
Copies distributed through direct mail to affluent households, professional and trade associations, businesses, and libraries

Copies distributed to select travel agencies, luxury spas, home and design stores, and select realtors

Copies distributed to home show/trade show/travel expos, travel and tourism offices

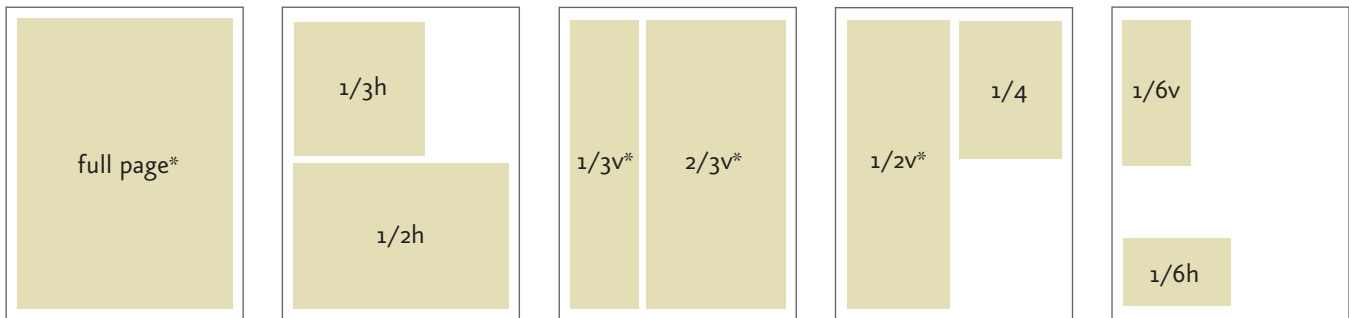
\* Distribution amount is an average and may be higher or lower depending on the particular issue

\* To broaden our audience reach, *EASTERN Home & Travel* is available as a courtesy publication, as well as through newsstands and subscriptions.



**ADVERTISING SPECIFICATIONS**  
*EASTERN Home & Travel Magazine*

**Available ad sizes:**



\* Indicates ad size is available with or without bleed

**Non-bleed measurements:**

	width	height
Full Page	8"	9.875"
1/3 Horizontal	5.2"	4.75"
1/2 Horizontal	8"	4.75"
1/3 Vertical	2.5"	9.875"
2/3 Vertical	5.2"	9.875"
1/2 Vertical	3.8"	9.875"
1/4	3.8"	4.75"
1/6 Vertical	2.5"	4.75"
1/6 Horizontal	3.8"	3"

**Bleed size measurements:**

	width	height
Full Page	9"	10.875"
1/3 Vertical	3"	10.875"
2/3 Vertical	5.2"	10.875"
1/2 Vertical	3.8"	9.875"

\* For bleed ads, keep essential text and logos within 0.5" from all sides of the ad trim sides. Please extend bleed 0.125" beyond trim lines. Publisher reserves the right to trim 1/16" from either side of bleed ads to compensate for trim variations.

**FILE FORMAT** All advertising should be created in Adobe InDesign, Photoshop, Illustrator, and must be saved in press-quality PDF format with fonts and graphics embedded for Macintosh and in accordance with SWOP requirements. Submit ads via email or on a Macintosh-compatible CD via US post. Include a hardcopy proof with the CD.

**AD DIMENSIONS** must match those specified from the diagram above.

**PHOTO RESOLUTION** Photos must be 300 dpi or higher. Save all images as CMYK or grayscale tiffs or eps. We cannot guarantee the print quality of electronic photographs intended for use on the Internet, since they are saved at a low resolution.

**COLOR** Ads must be CMYK or grayscale. For 4-color process ads, all spot colors (Pantone) must be converted to CMYK.

**IMPORTANT** When using the color black in your ad, build out 100% black as 0% C, 0% M, 0% Y, 100% K. Do *not* build a rich black out of CMYK, (e.g. 100% C, 100% M, 100% Y, 100% K).

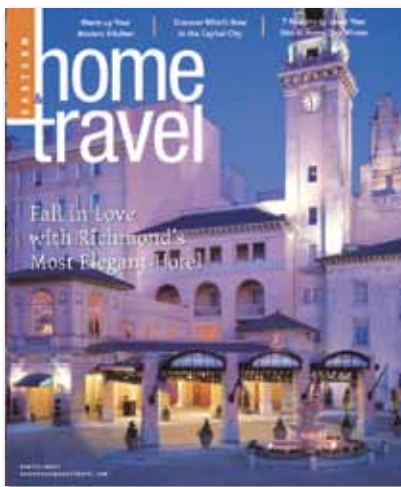
**LABEL** your advertisement with the name of your business and the publication. e.g. Monica's Interiors Ad\_EHT.pdf.

**Email ads to:** advertising@easternhomeandtravel.com

**US post to:** 12 South Market Street, Suite 101  
 Frederick, Maryland 21701

**NOTE** *If the above advertising specifications are not followed, a \$65 charge will be issued for any ads that require correction by the EASTERN Home & Travel magazine design department.*

## PUBLICATION READERSHIP



## AUDIENCE

*EASTERN Home & Travel* readers appreciate the magazine's artistic design and editorial style, and its focus on the Mid-Atlantic States with additional highlighted editorial up and down the East Coast.

Our unique combination of home and travel in one magazine encourages readers to create distinctive homes and vibrant lifestyles from a variety of inspirations: a new boutique hotel, a century-old home, an interview with someone who followed his dream... That's why we say, "*EASTERN Home & Travel* is destinations and inspiration for the way you live."

## READER DEMOGRAPHICS\*

## ■ AGE GROUP

**25 to 54: 48%**

**54 and over: 52%**

## ■ MEDIAN INCOME

**\$300,000**

## ■ READERS PER ISSUE

**3.5**

## ■ COLLEGE EDUCATED

**85%**

## ■ READERS ENJOY

Exploring the Region

Resorts/Luxury Hotels

Home and Decor

Food and Wine

Festivals and Events

Museums/Gardens/Galleries

History

Ideas for Entertaining/Fine Living

The Arts

\* *EASTERN Home & Travel* magazine evolved from *Grapevine Home & Travel* magazine, on which the demographics are based.

## ADVERTISING RATES

*EASTERN Home & Travel Magazine*

All prices are for 4-color advertising

Ad Size	One Issue Rate	Three Issue Rate	Six Issue Rate
full pg	\$ 2,250	\$ 1,687	\$ 1,462
2/3 pg	\$ 1,725	\$ 1,294	\$ 1,121
1/2 pg	\$ 1,350	\$ 1,012	\$ 877
1/3 pg	\$ 938	\$ 703	\$ 609
1/4 pg	\$ 731	\$ 548	\$ 475
1/6 pg	\$ 506	\$ 340	\$ 328
Back	\$ 3,200	\$ 2,500	\$ 2,240
Inside Covers	\$ 2,550	\$ 1,920	\$ 1,785
Page 3	\$ 2,400	\$ 1,800	\$ 1,680
2 pg ( <i>double truck</i> )	\$ 3,600	\$ 2,700	\$ 2,340

*Your ad is also in the digital version of the magazine with an embedded link to your website. You can enhance your digital ad with video, slideshow, animation and map links. See pricing on our Web and Digital Advertising Page.*

Please refer to Advertising Specifications sections for ad sizes and digital file requirements.

Guaranteed preferred position add 15% to rate for 1/2 page or more.

Full Bleeds: Additional 10%.

Insert rates available upon request.

Rates are commisionable to recognized agencies.

CREDIT CARDS ACCEPTED

**2014 EDITORIAL LINE-UP**

*EASTERN Home & Travel Magazine*

**AD CLOSING  
DATES**

**SPACE**

**RESERVATIONS:  
OCTOBER 25, 2013**

**MATERIALS DUE:  
NOVEMBER 15, 2013**

**Winter 2014 (Jan/Feb)**

As much of the East Coast is blanketed in snow and bracing against the cold winds, many flock to the sunny southern beaches for a warm weather getaway. In this issue we share the appeal of a wintery beach vacation.

*Also in this issue:* The Lodge at Woodloch: A true luxury spa; The glamour of underwater photography; The beauty of unplugging on the coast of Maine.; Warm cocktails; The art of chocolate tasting...

**SPACE**

**RESERVATIONS:  
DECEMBER 20, 2013**

**MATERIALS DUE:  
JANUARY 17, 2014**

**Family Edition 2014 (Mar/Apr)**

Keeping everyone interested and entertained on a family vacation can be a challenge. We'll share great destinations for kids that keep Mom and Dad happy too!

*Also in this issue:* Tips for designing kid spaces that stand the test of time; healthy soda options; igniting your kids passion for history...

**SPACE**

**RESERVATIONS:  
FEBRUARY 14, 2014**

**MATERIALS DUE:  
MARCH 7, 2014**

**Spring 2014 (May/Jun)**

Founded by Henry Francis du Pont, Winterthur (pronounced "winter-tour") is a premier museum of American decorative arts, reflecting both early America and the du Pont family's life in Wilmington, Delaware. The gorgeous 60-acre naturalistic garden is among the country's best, drawing visitors from the world over.

*Also in this issue:* Pennsylvania's bucolic bicycling paths; Spring time treasures from the garden; Moonshine's renewed popularity.

**SPACE**

**RESERVATIONS:  
APRIL 18, 2014**

**MATERIALS DUE:  
MAY 9, 2014**

**Summr 2014 (Jul/Aug)**

As the temperature rises, it's time for a cool and relaxing getaway. Whether it's to the beaches of Lewes, Delaware, the refined elegance of the Georgian Horse Stamp Inn, or a tree house at Primland Resort and Spa in Virginia, the East Coast has just what will hit the spot.

*Also in this issue:* Latest trends in outdoor living spaces; top summer arts festivals; Pet friendly travel...

**SPACE**

**RESERVATIONS:  
JUNE 20, 2014**

**MATERIALS DUE:  
JULY 11, 2014**

**Wine/Food 2014 (Sept/Oct)**

The trend of food-focused travel just keeps growing. With more and more celebrity chefs setting up shop on the East Coast, several exciting itineraries will keep foodies satisfied.

*Also in this issue:* Craft Beers of the Mid-Atlantc; Wine trails; Amazing home wine cellars...

**SPACE**

**RESERVATIONS:  
AUGUST 22, 2014**

**MATERIALS DUE:  
SEPTEMBER 12, 2014**

**Holiday 2014 (Nov/Dec)**

Exciting destinations that are magical and welcoming places to spend the holidays...with kids or without.

*Also in this issue:* Decorating ideas for a festive front entry; Gifts that help others; Winter ski and spa getaways...

*In each issue:*

East Coast Finds • Great Reads • Curiosities • Tastings • Outdoors • Presentations

*Editorial content subject to change*

For advertising options and to reserve your space, contact Donna Elbert at 301-662-6050, ext. 11 or [publisher@pulsepublishing.net](mailto:publisher@pulsepublishing.net)  
All editorial inquiries should be made to Melissa Howes-Vitek at 301-662-6050, ext. 17 or [melissa@pulsepublishing.net](mailto:melissa@pulsepublishing.net)