



Carolina

HOMES

& Interiors

MEDIA KIT

Advertising & Magazine
Information

COASTAL CAROLINA
Distribution

Grow Your Business

Reach Carolina Homeowners
Looking to Move or Improve!

Carolina HOMES & Interiors

Grow your business by reaching Carolina homeowners looking to move or improve!

PRINT: *Carolina Homes and Interiors* is the Carolina's #1 regional home and lifestyle magazine. We've been helping homeowners make purchasing decisions for their homes for over 20 years.

Past advertisers include real estate offices, brokers and agents, interior designers and contractors of all kinds wanting to reach coastal Carolina homeowners.

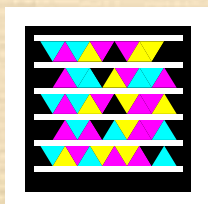
Over 25,000 copies are distributed along the Carolina coast from Hilton Head to Nags Head!

- Sold in **Barnes and Noble** and **Books-A-Million** bookstores
- Sent to consumers requesting copies from websites and mailers
- Over 2500 hotel rooms and vacation rentals
- Direct mailed to the attendees of these shows:
 - ~ **Brunswick County Home Show**
 - ~ **Carolina Living Show**
 - ~ **South Carolina Lifestyles Expo**

ONLINE: *Carolina Homes and Interiors* is much more than a print publication. The GREEN online digital edition appears on **www.CarolinaHomesAndInteriors.com** with live links to the URL of your choice available.

Each issue of our magazine enjoys over 60,000 page views and is available on **Facebook®** and over 20 additional websites. No other home and lifestyle magazine has this kind of distribution, making it a primary choice for your advertising plan.

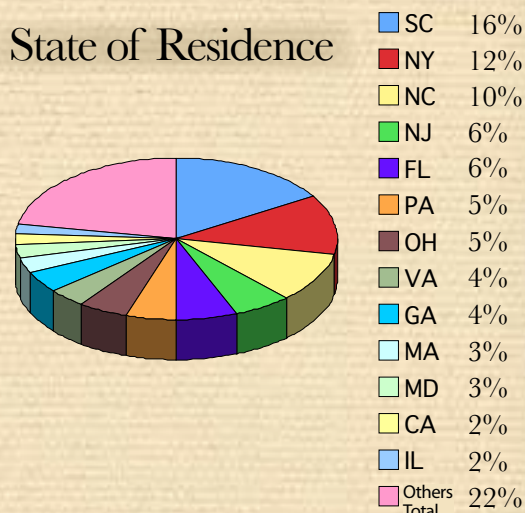
QR codes can appear in larger ads, allowing smart phone users to scan a bar code that takes them directly to a URL you specify.



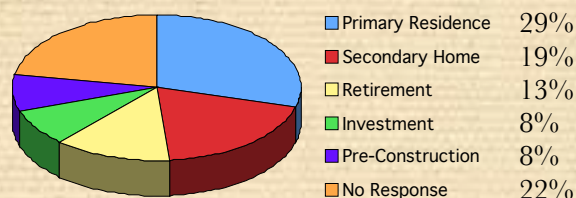
Snap the tag with a smart phone for more information about this advertiser.

READERSHIP PROFILE

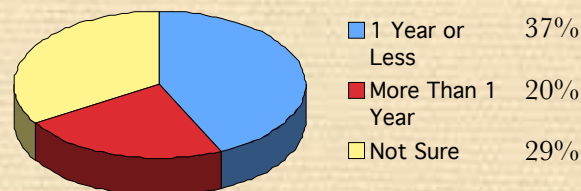
State of Residence



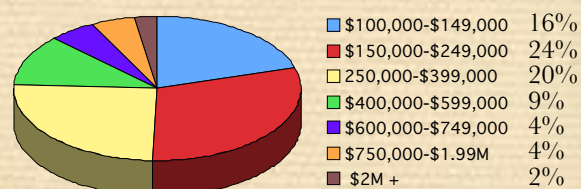
Property Seeking



How Soon Moving?



Desired Price Range



INTEGRATED MEDIA

Integration of media is the cornerstone to drive client success and Media Services is a leader in integration and local content development. **Carolina Homes & Interiors** is the print element of the integrated marketing combination. The magazine is designed to push offline readers to the rich content of the online networks.

More New Home Buyers Shop

THE CAROLINA BUILDER NETWORK

Each day thousands of prospects visit Carolina's exclusive network of builder websites, reading local content about local builders and their neighborhoods. First launched in 1998, the network attracts interested buyers for new homes from throughout the Carolinas. Recently, the Builder Blog Network was added to enhance the websites and add another channel for content targeting new home buyers. To access the Builder Network visit:

www.CarolinaHomesAndInteriors.com/BuilderNetwork

More Retirees Visit

THE RETIREMENT LIVING NETWORK (RLN)

The RLN is a network of websites offering information to users searching for retirement towns along the Southeast coast and inland. Each month the traffic grows, leads increase and advertisers reach retirees through the RLN. Media Services covers Florida, Georgia and the Carolinas through this network of websites and blogs that cater to baby boomers planning for their retirement years. To access RLN visit:

www.HotRetirementTowns.com/RLN

Life Is Easier In A Condo

THE CONDO LIVING NETWORK (CLN)

Established in 2000 to showcase condos, town homes and fractional ownership throughout the Southeast, CLN offers articles about condominium communities in the Carolinas, Georgia and Florida. The information provided within the network on the location, surrounding community and lifestyle is as important as the specs on the condos themselves. Thousands of leads are generated each year from the many sites that make up this popular network. To access the Condo Living Network visit:

www.CoastalCondoLiving.com/CLN

WE KNOW PRINTING, DIRECT MAIL, INTERNET AND PUBLISHING...

... take advantage of our expertise to reach new customers and grow your business.

RATES

2x **4x**
2 Issue Commitment 4 Issue Commitment

Ad rates are priced on a per issue basis.

FULL PAGE	\$1,995	\$1,595
1/2 PAGE	\$1,295	\$995
1/3 PAGE	\$1,095	\$845
1/4 PAGE	\$895	\$695
1/6 PAGE	\$695	\$495

PREMIUM POSITIONS

BACK	\$2,995	\$2,795
INSIDE FRONT	\$2,795	\$2,595
INSIDE BACK	\$2,795	\$2,595
PAGE 1	\$2,495	\$2,295
LUXURY PROPERTY SHOWCASE	\$395	\$350
LINK FROM DIGITAL MAGAZINE	\$100	\$100
MAIL-BACK RESPONSE CARD <i>(limited number available)</i>	\$695	\$595



Ask your Media Representative for payment terms & conditions.



AD SIZES & PRODUCTION INFO

Double-Truck Spread Bleed 16.75" x 11.25" Spread Trim 16.5" x 10.875"	Keep live matter at least 1/2" from ALL edges
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Full Page Bleed 8.5" x 11.125" Full Page Trim 8.25" x 10.875" Keep live matter at least 1/2" from ALL edges (7.25" x 9.875")	1/2 Page Vertical 3.5" x 9.875"
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1/2 Page Horizontal 7.25" x 4.812"	1/3 Page Vertical 2.312" x 9.875"
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1/3 Page Horizontal 7.25" x 3.25"	1/4 Page 3.5" x 4.812"
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Mail-Back Response Card 3.5" x 5"	1/6 Page Vertical 2.312" x 4.812"
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ADDITIONAL CHARGES:

\$25 for each additional proof after first two

\$75 for ads received after ad deadline

\$150 for ads received one week after ad deadline

\$150 for high resolution PDF of your ad for reprints or another publication



Carolina HOMES & Interiors

PUBLICATION DATES AND DEADLINES

CH&I 23-2

Advertising deadline August 26, 2011

Distribution October, November, December

EDITORIAL FOCUS **TOP 10 BUILDERS**

CH&I 23-3

Advertising Deadline November 11, 2011

Distribution January, February, March

EDITORIAL FOCUS **HOT RETIREMENT TOWNS**

ON THE WEB

Carolina Builder Network

Million Dollar Network

Condo Living Network

Homes for Sale

Architects Directory

Top 10 Builders

Interior Design info and directory

Realtors of Distinction

Retirement Living Network

