

ARIZONA Home & Design

JAN/FEB 08 - Best of the West: Master Artisans of Arizona

- Kitchens
- Baths
- Environmentally friendly design
- Art and framing
- Bedrooms
- Fabrics and linens
- Countertops

MARCH/APRIL 08 - Design Industry Leaders

- Architect profile
- Collectables
- Designers' point-of-view
- Emerging Arizona artists
- Glamorous how-to projects
- Home furnishings
- Homes with spectacular views
- Springtime design

MAY/JUNE 08 - Outdoor living

- Celebrity digs
- Pools
- Beat the heat
- Outdoor furniture, accessories and features
- Historic Homes
- Doors
- Water features and fountains
- Rooftop retreats

JULY/AUG 07 - Remodel

- Green building
- Lighting
- Flooring
- Organization products
- Treasure hunting
- Antiques and accessories

SEPT/OCT 07 - Custom home building

- Deer Valley Airpark (special section)
- Scottsdale Airpark (special section)
- Golf course living
- ASID Home Tour
- Home electronics and automation
- Custom painting and wall design
- Inspiring design

NOV/DEC 07 - Celebrating design

- ASID Awards (special section)
- Eclectic homes
- 2008 design trends
- Window treatments
- Glass design
- Fireplaces

DEPARTMENTS:

Artery - Noteworthy art
 Bookmark - Recommended reads
 Drab2Fab - Before and after shots of remodel projects
 FanMail - Readers write in
 Home Away From Home - Second home properties

Inspiration - Top 10 picks of fun home-related topics
 Launch - New companies and products
 Social Life - Entertaining at home
 Style Savvy - Miscellaneous product showcase

**Custom homes featured in every issue*

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JUNE 08



CREATIVE DESIGNER MAIN CATEGORIES:

STEP 1

Please choose 1 category for a 1/2 page ad or 2 categories for a full-page ad.

- Accessories
- Art
- Cabinetry/Custom Furniture
- Flooring
- Furniture
- Home Builders/Landscape
- Home Electronics/Lighting
- Kitchen/Bath
- Marble/Granite/Stone
- Window Treatments/Bedding/Fabrics
- Wholesale to the Trade

ADVERTISING RATES:

	1x	2x	3x	4x	5x	6x
*Full Page	3548	3258	3017	2767	2554	2306
2/3	2837	2253	2412	2213	2043	1844
*1/2	2618	2429	2224	2042	1884	1701
1/3	2127	1860	1808	1659	1531	1383
1/4	1534	1390	1304	1196	1104	999
1/6	912	854	775	711	656	593

*Creative Designer sizes only.
Creative Designer ads require a 33% deposit.

COVERS, TABS & SPREADS:

	1x	2x	4x	6x
Inside Front Cover	5123	4614	4353	4099
Inside Back Cover	4886	4405	4153	3909
Back Cover	5597	5040	4768	4478
Category Tabs	4732	4258	4022	3785
2-Page Spread	5917	5325	5028	4732

PRODUCTION COST:

Full Page	2/3	1/2	1/3	1/4	1/6
310	290	250	180	125	110

STEP 2

Write a description for your *Creative Designer* listing below. You may use 30 to 40 words.
All copy must be submitted by February 12th. Check the circle if you would like to use last year's paragraph.

- Yes, please use last year's copy.

STEP 3

Signature: _____

DIGITAL AD SPECIFICATIONS

ACCEPTABLE FILE FORMATS:

QuarkXpress File / TIFF / EPS / PDF

FILES SETTINGS:

TIFF 300 dpi (Bitmaps: 800-1200 dpi), CMYK layers: flattened

EPS 300 dpi, CMYK
 fonts: converted to outlines
 images: embedded
 no transparencies

QuarkXpress (6.5 and below)

Linked images as TIFFs and/or EPSs with the same settings as above.
 All black backgrounds should be made *Rich Black*: 40% C, 0% M, 0% Y, 100% K

PDF 300 dpi, CMYK
 fonts: embedded
 Use press or print quality settings
 No transparencies

FONTS: PostScript Type 1

(Fonts that are menu styled in Quark may produce unexpected results, use the font's bold, italic, etc....for proper output.)

PREFLIGHT:

We also recommend using preflight software to ensure accuracy before submitting or making a PDF of your ad.

SEND YOUR AD WITH:

Color Proof: We can not guarantee color, image placement or font accuracy without a hardcopy of your ad.

FILE TRANSFER:

Client supplied CD. For return of your CD, send along a self-addressed, pre-paid postage mailer.

NAMING FILES:

Give all files and e-mail titles unique names that include the advertiser name in the file name title.

Example: "Acme Logo" / NOT "Logo"

Folders should include the advertiser or client name.

Example: "Acme Fonts Folder" / Not "Fonts"

Images scaled up or down will affect the setting of your image. Scale all images proportionately before printing a proof and before submitting your ad.

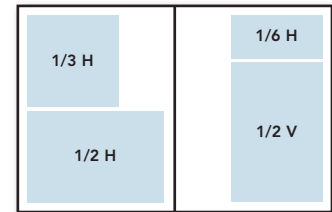
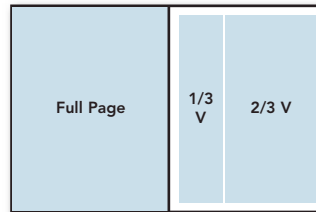
Ads submitted as anything other than a Quark File, EPS, TIFF or PDF will be returned.

Ads submitted in the proper format but not with the required specifications will either be returned for correction or charged a fee for any corrections made.

Ads created and exported from such programs as Microsoft Excel, Word, etc. will produce unfavorable results in color, image placement and/or font accuracy. Check to see if the program you are using supports exporting at high quality to a TIFF, EPS or PDF. We recommend using applications that support industry-standard settings.

Print problems: DO NOT overprint white text/objects. DO set black text to overprint.

Creative Designer is spiral bound so please strictly adhere to the sizes below.



Full Page

8.25" x 10.875"
 (+.125" bleed)

*Important information should not extend outside: 7.75" x 10.375"

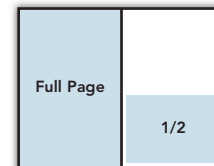
	width	x	height
2/3 vertical	4.75"	x	9.75"
1/2 horizontal	7.125"	x	4.75"
1/2 vertical	4.75"	x	7.25"
1/3 horizontal	4.75"	x	4.75"
1/3 vertical	2.25"	x	9.75"
1/6 horizontal	4.75"	x	2.25"
1/4 vertical	3.5"	x	4.75"



Full Page

5.375" x 8.375"
 (+.125" bleed)

*Important information should not extend outside: 4.5" x 7.875." See our specs template for details.



1/2 Page

4.5" x 3.625"

*Creative Designer is not the same size as Arizona Home & Design

ABOUT OUR READERS

Average Age44

Attended/Graduated College78%

Average Residential Value\$600,000+

Average Household Income\$245,000

\$2.4 million is the average household net worth

\$1.7 million is their total household savings and investment portfolio

25% own a vacation or second home in Arizona

88% own a primary residence

36% plan to remodel within the next 12 months

31% plan to buy a new home within 2 years and will spend on average \$800,000

Products purchased in the last year:

Home Furnishings66%

Major Appliances28%

Video Equipment31%

Stereo Equipment36%

Computer72%

Clothes90%

Fine Wine60%

TV42%

Vehicle57%

Cellular Phone58%

Fine Jewelry63%

Products to be purchased next year:

Home Furnishings46%

Major Appliances25%

Video Equipment18%

Stereo Equipment27%

Computer45%

Clothes70%

Fine Wine46%

TV25%

Vehicle55%

Cellular Phone25%

Fine Jewelry40%

Distribution30,000

Arizona Home & Design and the Creative Designer are direct mailed to designers/decorators (ASID, IFDA, IIDA and independent designers), homebuilders, architects, general building contractors, remodelers, space planners and landscape designers, statewide. Distribution also includes new homeowners in Maricopa County purchasing homes valued at more than \$600,000 within two weeks of close of escrow.

Additionally, Arizona Home & Design and the Creative Designer are distributed at the annual Arizona Home & Building Expo.

CLOSING DATES

ARIZONA Home & Design

Jan/Feb Issue: Nov. 28th '08

March/April Issue: Jan. 25th '08

May/June Issue: March 28th '08

July/Aug Issue: May 25th '07

Sept/Oct Issue: July 27th '07

Nov/Dec Issue: Sept. 28th '07

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June Issue: Feb. 29th '08



Welcome to *Arizona Home & Design* magazine, showcasing exceptional design and architecture in Arizona, and the *Creative Designer*, a comprehensive resource directory of products and services for the Arizona interior design, architectural and home furnishing industries.



Arizona Home & Design is the definitive luxury home magazine in Arizona. We have successfully captured the most affluent audiences in one of the fastest growing markets in the country. It showcases outstanding residences throughout Arizona, presenting new ideas for designing, furnishing and accessorizing both interior and exterior spaces.

The *Creative Designer* is a directory of products and services for design professionals within the interior design, architecture and home building industries. This spiral-bound resource guide has easy reference tabbed sections and eliminates the need for trade professionals and homeowners to reference multiple sources for their design needs.