



atomic ranch

MIDCENTURY MARVELS

MEDIA KIT

2020

What is the **Atomic Ranch** ?

After WWII, there was a large building boom to alleviate America's severe housing crunch. Across the nation, millions of tract homes were constructed in virtually every state, and the single-story ranch and its stylish cousin, the modernist tract home, became popular. That aesthetic lasted through the "Atomic Age," well into the 1970s, when 75% of all new homes were built in the ranch style.

Postwar neighborhoods from coast to coast are now considered historic, and their homes are embraced by a new generation of owners.

Atomic Ranch celebrates Midcentury Modern home architecture design, focusing on the homeowners' experience and lifestyle, from renovations and remodels to furnishings and décor with minimalist style. *Atomic Ranch* reaches America's affluent, educated and passionate midcentury enthusiasts.



Editorial Calendar

Spring **THE PALM SPRINGS ISSUE**

- Inspiring homes from the Mecca of Midcentury Modern Design
- Vibrant Vintage style: retro design ideas for every room
- Renovation reveals with smart solutions to upgrading your MCM
- Bring it home: How to find and display your modern art
- Landscaping Guide: the key ingredients for your perfect outdoor oasis

Ad close: 12/04/19

Materials due: 12/12/19

On sale: 01/28/20

Summer **MOUNTAIN MODERN**

Modern in Denver: Discover the MCM gems in this mountain community

- Your guide to upgrading and restoring your hard working spaces
- Midcentury Icon: Cliff May and his influence on the west
- Retro road trip our biggest guide ever.
- Vintage furniture handbook: how to hunt for coveted classics and when you should buy new

Ad close: 02/12/20

Materials due: 02/20/20

On sale: 04/07/20

THE RENOVATION GUIDE

- Kitchen + Baths
- Remodel Rescue: amazing before and after's and what they will teach you
- Project Handbook: Buyers guide for hardware, finishes, flooring and more
- Curb Appeal 101: From lighting to landscaping, paint, house numbers and every thing else you need to boost your home's appearance.

Ad close: 03/25/20

Materials due: 04/02/20

On sale: 05/19/20

Fall **FURNITURE IN FOCUS**

- How to choose the right pieces for your rooms
- The history of the modern chair: what to collect from the past and who to buy from today
- Daring design for small spaces: guest room and bedrooms
- Renovation checklist: winterizing your midcentury home

Ad close: 06/03/20

Materials due: 06/11/20

On sale: 07/28/20

Winter **MIDWEST MODERN**

- Danish design masters retrospective
- A Case for Case Goods: Top picks for cabinets, armoires, and dressers
- Hearth of the Home: MCM Fireplace design and restoration tips
- Modern entertaining essentials: dishes, glassware and more

Ad close: 08/05/20

Materials due: 08/13/20

On sale: 09/29/20

THE DESIGN ISSUE

- Movers, Shakers & Makers in the world of new midcentury modern masterpieces
- Tour stunning examples of midcentury modern interior design with expert tips to make it yours
- Eichler: Take a deep dive into the masterful materials of these homes
- Lighting Guide: A floor-to-sputnik review of our top picks for illuminating your home

Ad close: 09/23/20

Materials due: 10/01/20

On sale: 11/17/20



Rates



Print

Unit Size	Open/Non-contract	3x	6x
P4C	\$4,100	\$3,198	\$2,952
2/3	\$3,100	\$2,418	\$2,232
1/2	\$2,300	\$1,794	\$1,656
1/3	\$1,500	\$1,170	\$1,080
1/4	\$1,150	\$897	\$828

Premium Positions

Back page / Cover 4	\$1,500 Premium
Inside front cover / Cover 2	\$1,000 Premium
Inside back cover / Cover 3	\$1,000 Premium

Digital

Custom E-Blasts: \$1,700

Newsletter Display Ad: \$600

Sponsored Web Story: \$3,000

Includes:

- Written by our editors, featuring you
- One Facebook post linking back to story on the Atomic Ranch website
- One Instagram post photo / mention
- One e-newsletter link / mention with photo and caption

Social Post

(1 Facebook & 1 Instagram post): \$500

Run-of-Site Display Ads:

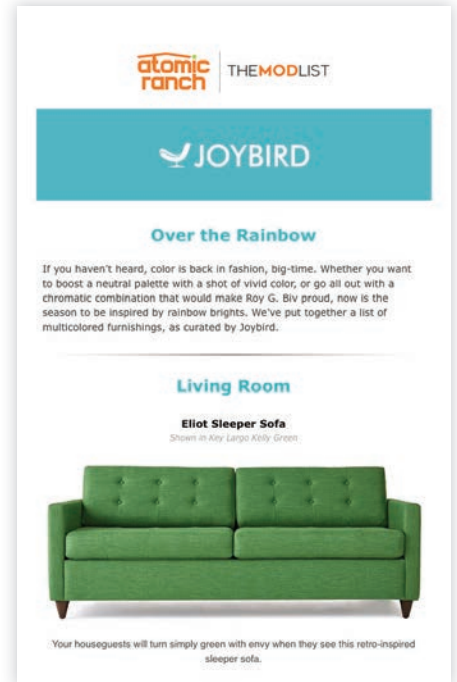
\$500/month

Examples

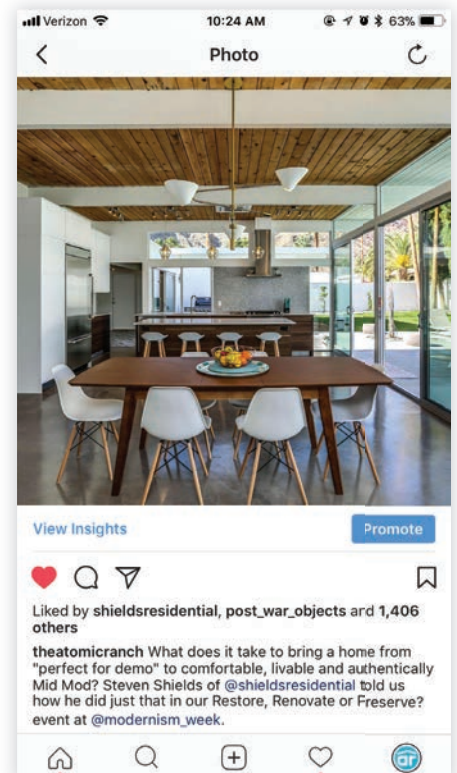
Sponsored Web Story / Written by our editors, featuring you.



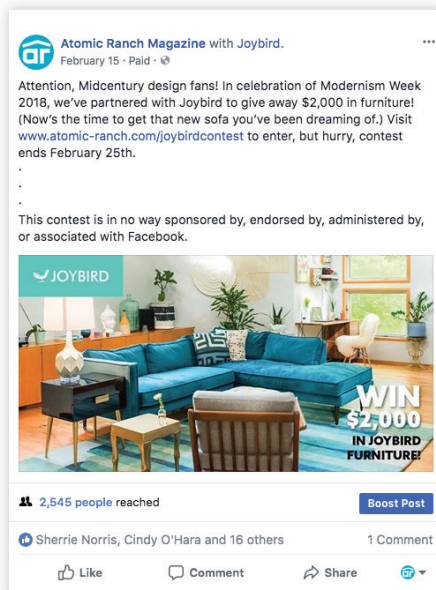
Custom E-Blast



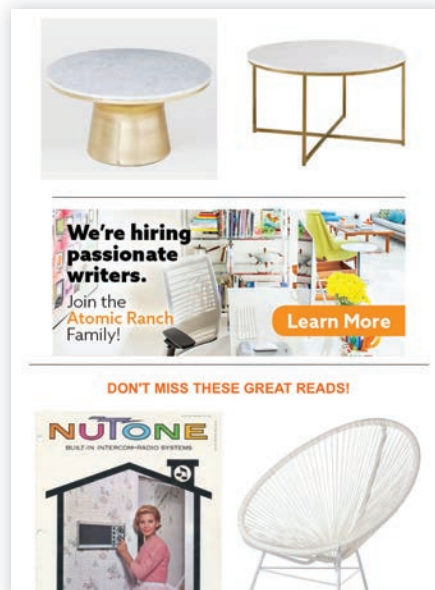
Instagram



Facebook



Newsletter Ad



Custom Solutions

The collage displays several examples of custom media solutions:

- Facebook Posts:** Two posts from 'Atomic Ranch Magazine' showing engagement metrics (reaches, likes, shares) and performance data for different content types.
- Email Newsletter:** A newsletter titled 'Don't miss it! RESERVE YOUR SPOT' featuring a contest to win \$2,000 in Joybird furniture.
- Event Guide:** A detailed guide for 'Modernism Week' seminars, listing topics like 'House Hunting', 'Design/Built', and 'Restore, Renovate or Preserve?' with dates, times, and panelists.
- Social Media Content:** Various images and text snippets related to home design, renovation, and local events like 'Retro Road Trip'.

Atomic Ranch offers a variety of special media programs, custom designed for our clients. Opportunities include:

- Contests (For Engagement and / or Shared Email Opt-ins)
- Print Content Solutions
- Brand Partnerships
- Brand Sponsorships
- Video Sponsorship Campaigns
- Thematic Programs (e.g. Project Homes, Real Estate, Influencer Programs)
- Flash Sale Social Media
- Speaking Engagements / Live Programming
- Custom Publishing
 - Catalogues
 - Inserts
 - Microsites

Let us build a program for you!