

COTTAGES

& BUNGALOWS

media kit
2020



Appealing to cottage-style home enthusiasts, *Cottages & Bungalows* is a specialty magazine that celebrates the cottage lifestyle. Our architectural focus is homes built from the 1890s to the 1950s that capture the historic charm of period bungalows and cottage styles from the country to the coast and everything in between.

Our message is that you can create the perfect cottage interior no matter where you live.

Most of the homes in the magazine are primary residences. However, some are second homes, and they include lake and beach houses and log cabins. Regular stories are written by well-known experts in interior design, restoration, kitchens and bath design, furniture and home accessories. Home tours reveal the life and love of cottage-style homeowners.



Editorial Calendar

February/March

PLAN YOUR DREAM COTTAGE

- Create your haven: Inspirational ideas for every room.
- Our favorite furnishings accessories and more.
- Clean the Clutter! Our top tips and finds for organizing your home.
- Cottage Furniture Basics—our top picks for classic looks.
- Bedding buys: how to outfit a dreamy bedroom.
- The Cottages & Bungalows + American Farmhouse Style reveal! Take a tour of our showcase house with Yankee Barn Homes.

AD CLOSE: 10/16/19

MATERIALS DUE: 10/24/19

ON SALE: 12/10/19

April/May

THE FURNITURE ISSUE

- The New Classics: furniture and accessories worth investing in.
- Curb Appeal secrets: our top tips for perfecting your exterior design with lighting, windows, doors, paint, landscaping and more!
- Tour gorgeous cottage gardens. Learn the best design for your property, how to pick plants and other landscaping ideas to make your cottage bloom.
- Paint it Perfect: Easy color makeovers you can do yourself.

AD CLOSE: 12/25/19

MATERIALS DUE: 01/02/20

ON SALE: 02/18/20

June/July

THE KITCHEN & BATH ISSUE

- Your guide to designing and remodeling your dream kitchen and bath.
- Tour beautiful homes with modern vintage style. Learn how to mix the best of old and new with furniture and collectibles.
- The Perfect Finish: guide to hardware, flooring countertops and more.

AD CLOSE: 02/26/20

MATERIALS DUE: 03/05/20

ON SALE: 04/21/20

August/September

THE COASTAL ISSUE

- Seaside Style: Stunning coastal, beach chic and nautical cottage looks.
- Update your décor with these top summer trends.
- Indoor/outdoor living with style: patios, decks, pavers and the best furnishings and accessories for your backyard.

AD CLOSE: 04/22/20

MATERIALS DUE: 04/30/20

ON SALE: 06/16/20

October/November

ENTERTAINING SPECIAL

- Harvest elegance: Inspiring homes with country style and rustic appeal
- Farm-cottage charm: furniture, accents and accessories to get the look
- Festive fall gatherings: inspiring table settings and the best entertaining tools and accessories.
- Halloween fun! From porch to mantel to tabletop, how to dress your home with spooky chic style.

AD CLOSE: 07/01/20

MATERIALS DUE: 07/09/20

ON SALE: 08/25/20

December/January

COTTAGE CHRISTMAS

Comfort & Joy: Warm up your home with these inspiring Christmas décor ideas

- Trendy Trimmings: This year's hottest holiday looks
- Oh Tannenbaum! Trees for every style and space.
- Small and Merry—decorating ideas for every nook and cranny.
- Twists on tradition: fresh colors, unique mantels, wreaths and gifts.
- Gift guide: our top picks for everyone on your list.

AD CLOSE: 08/26/20

MATERIALS DUE: 09/03/20

ON SALE: 10/20/20

February / March 2021

PLAN YOUR DREAM COTTAGE

- Inspiring cottages from across the country: learn the latest and greatest for designing a timeless home.
- Get Organized: Our top tips for clearing the clutter and designing closets, garages and offices that work for you.
- Inspiring architecture: Ideas from classic cottage homes and how to update your exterior for cottage charm.
- Renovation Guide: expert advice for updating your home inside and out.

AD CLOSE: 10/14/20

MATERIALS DUE: 10/22/20

ON SALE: 12/08/20

Rates

Print

Unit Size	Open/Non-contract	3x	6x
FP	\$6,500	\$5,070	\$4,680
2/3	\$4,800	\$3,744	\$3,456
1/2	\$3,600	\$2,808	\$2,592
1/3	\$2,400	\$1,872	\$1,728
1/4	\$1,800	\$1,404	\$1,296

Premium Positions

Back cover / C4	\$750 Premium
Inside front cover / C2	\$500 Premium
Inside back cover / C3	\$500 Premium

Digital

Custom E-Blasts: \$1,000

Newsletter Display Ad: \$400

Sponsored Web Story: \$2,500

Written by our editors, featuring you!

Includes:

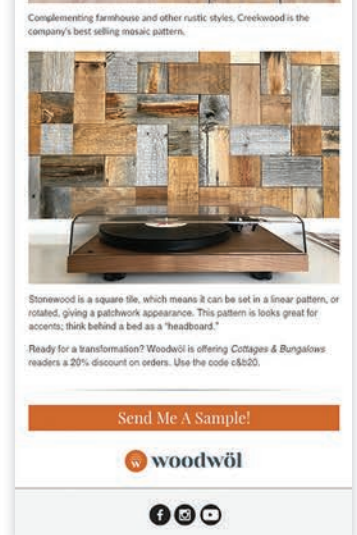
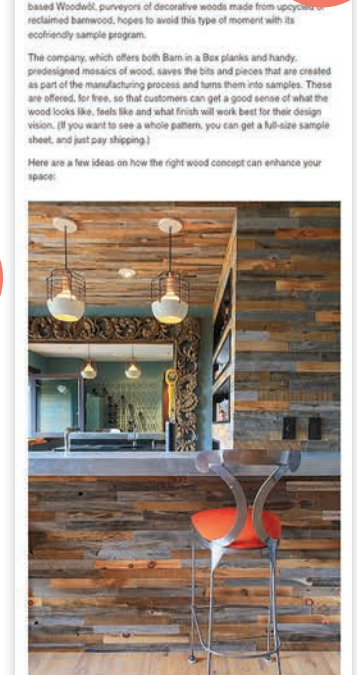
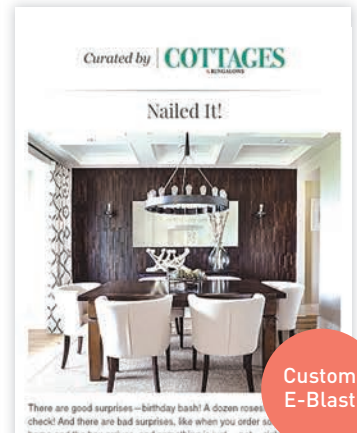
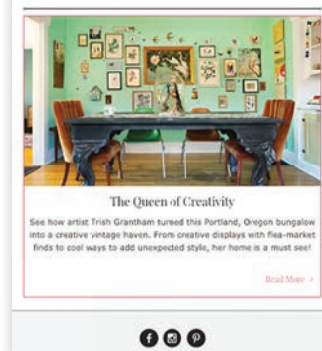
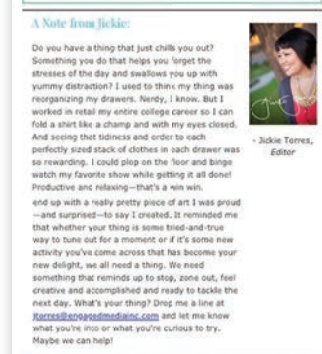
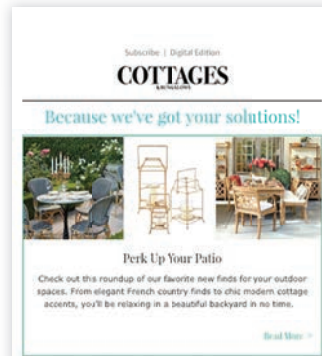
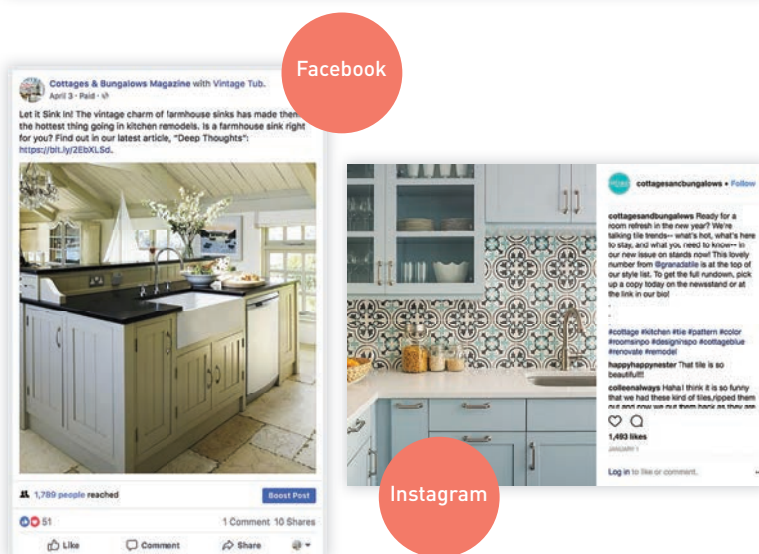
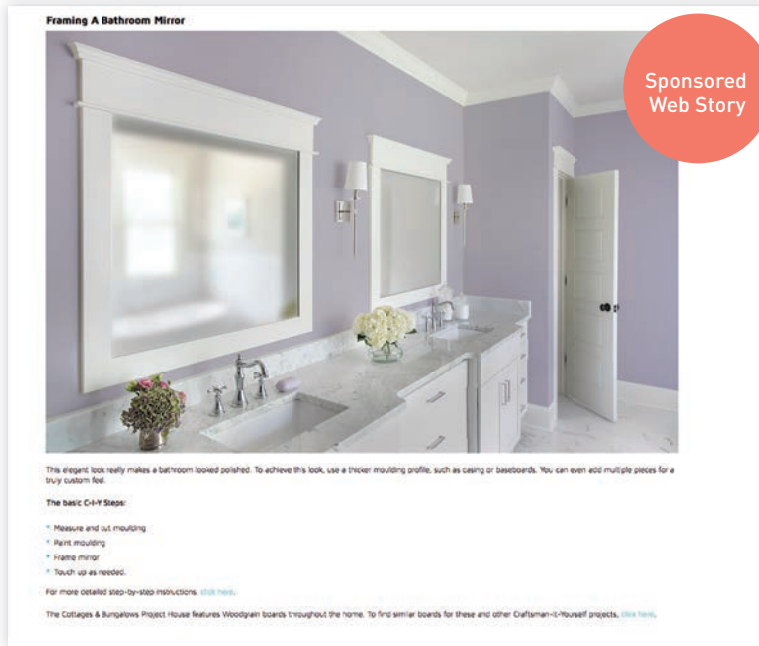
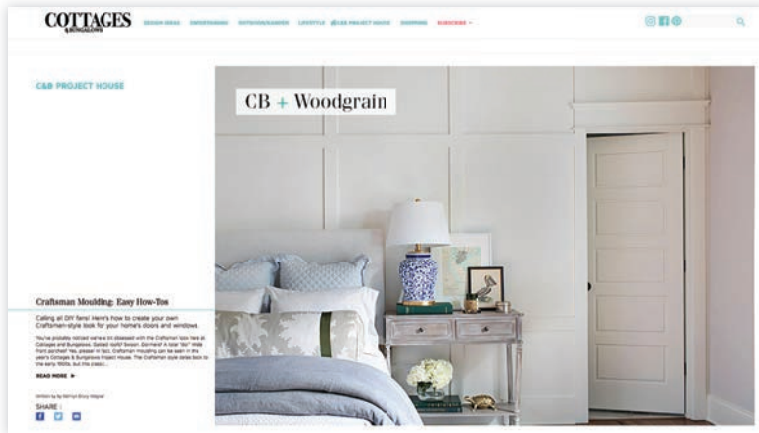
- One Facebook post linking back to story on the Cottages & Bungalows website
- One Instagram post photo / mention
- One e-newsletter link / mention with photo and caption

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

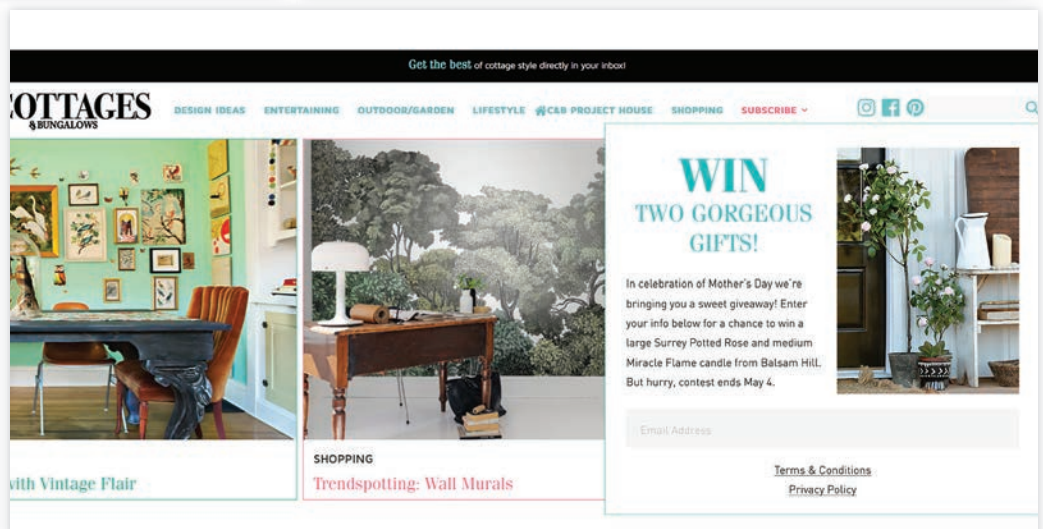
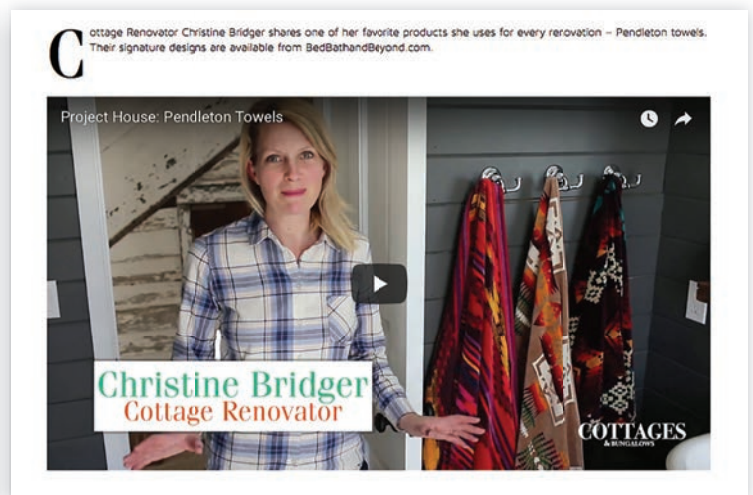
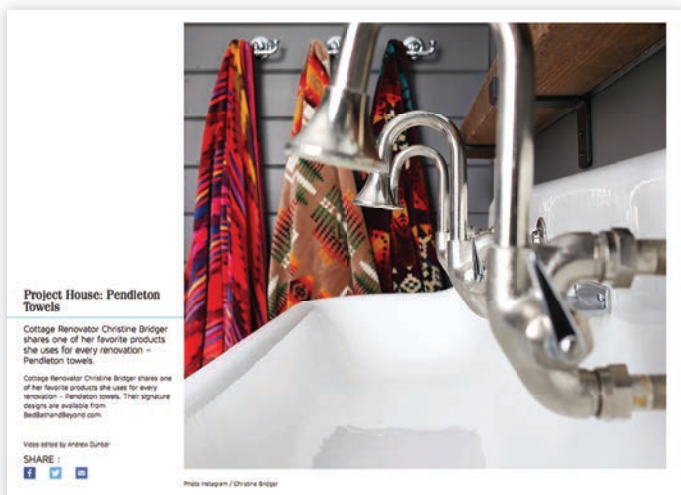
Run-of-Site Display Ads: \$500/month



Examples



Custom Solutions



Cottages & Bungalows 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!