



# atomic

MID CENTURY MARVELS

# ranch

MEDIA KIT

*2021*



# Atomic Ranch is *the* Mid Century Modern home resource.

With architecture and design from the 1940s ranch tracts to 1960s modernist dwellings, *Atomic Ranch* is a trusted authority that showcases the authentic elements of Mid Century Modern living. Home tours, design ideas, groovy goods and advice on renovating or restoring classic design elements of the 'atomic age' are all part of this iconic brand.



## MID CENTURY MODERN ENTHUSIASTS AUDIENCE SOLUTION

Take out the guesswork and get your brand's message exactly where it belongs with Engaged Audiences.

Our exclusive Mid Century Modern Enthusiast profile allows your brand to deliver highly- targeted messaging to the people most likely to buy your product or service.

Engaged Audiences is an exclusive, proprietary platform built from the best experiential, online, and offline data sources. Our cutting-edge technology deploys geotargeting to identify potential buyers who are investing their time at major Mid Century Modern events like the Palm Springs Modernism Week and Denver Modernism Week. Our data analysts then extend and refine this initial geotargeting data set with other high-value sources such as *Atomic Ranch* subscribers and search data.

**\$35 billion** spent annually on home furnishing products 81% and services in the U.S.

(Source: Xxxxxx)

**20%** own a second home.

(Source: Internal)

**33%** have household incomes of 150K+.

(Source: Internal)

**Audience is 81%** more likely to plan for new furniture purchase soon.

(Source: Internal)

**63%** will remodel their home in the next year or two.

(Source: Internal)

**65%** have household incomes of 86K+.

(Source: Internal)

# Meet the **Experts**



## **Jickie Torres, Brand Leader**

With more than 12 years in the publishing industry focusing on all things architecture, home and décor, Jickie is a leader in editorial interiors. She's guided and developed countless titles for Engaged Media, has hosted panels for Modernism Week and she's a frequent guest on Mid Century Modern and home podcasts across the country. When she's not writing, styling, photographing or hunting for the best content for her magazines, she's working on her own renovation of a 1951 Mid Century Modern ranch in Southern California.

## **Lindsay Jarvis, Senior Editor**

A full-time resident of Rancho Mirage, CA, Lindsay has been involved with Atomic Ranch magazine since 2017. She enjoys combining her 7-year publishing background with a passion for Mid Century Modern design to create inspiring articles for each issue. If you're visiting the Coachella Valley, you'll likely spot Lindsay antique shopping or on a morning walk with her dogs.

## **Ken MacIntyre, Columnist**

Ken MacIntyre is the creator and curator of Modtraveler.net: An Enthusiast's Guide to Modernism where he documents his travels and shares his photography of mid mod gems across the country.

## **Patricia Kline, Columnist**

Patricia's view of Mid Century Modern and lifestyle is summed up by this quote from architect William Krisel, "Mid Century Modernism is not a style, it's a language. It stays the same whether it's spoken in 1955 or 2005. It's a language that will always be spoken." Patricia and her husband, Scott, owned a Herman Miller commercial furniture dealership in the San Francisco Bay Area for more than 20 years.

## **Kris Christensen, Digital Brand Manager**

When she's not reviewing analytics or pulling together assets for a content campaign, there's a good chance that Kris is at the flea market scouting for vintage decor trends or is knee-deep in DIY supplies to create a new tutorial.



# Brand Platforms



**Atomic Ranch** publishes 8 issues a year bringing the best in home renovation, décor, product guides and historical articles to readers across North America.



**Atomic-Ranch.com** is the online destination for expert and insightful Mid Century Modern news, home tours, how-to and DIY tutorials, product guides and historical reference.



**Atomic Ranch Live** is a premiere educational and entertainment experience for Mid Century Modern enthusiasts. Atomic Ranch's MCM experts bring together business leaders from the design, building, preservation, and real estate industries. Together, they bring inspiration and practical how-to tips for anyone looking to buy, renovate, or decorate their Mid Century Modern home.



**Atomic Ranch Engaged Audiences** is an exclusive, proprietary platform built from the best experiential, online, and offline data sources and delivers highly targeted messaging to the people most likely to buy your product or service.



**@theAtomicRanch** social media empire is a bustling and engaged community of online enthusiasts who are inspired and activated by the curated content that the Atomic Ranch team delivers on the world's top social platforms and their active sharing of content, resources and ideas.



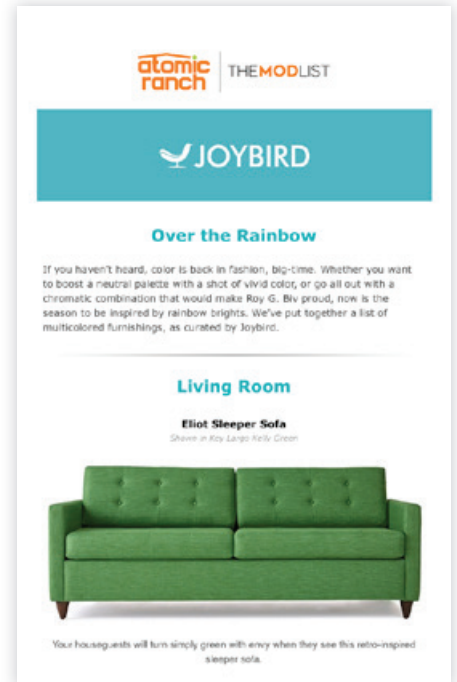
**The Starburst** is Atomic Ranch's beloved weekly newsletter that delivers top -tier news, information and inspiration to a highly engaged readership.

# Examples

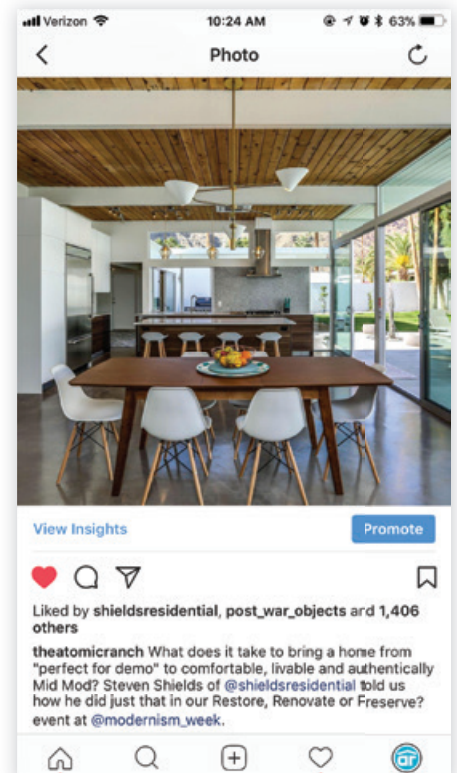
## Sponsored Web Story / Written by our editors, featuring you.



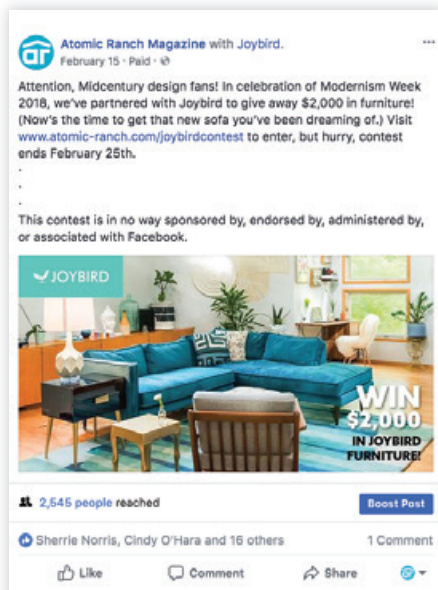
## Custom E-Blast



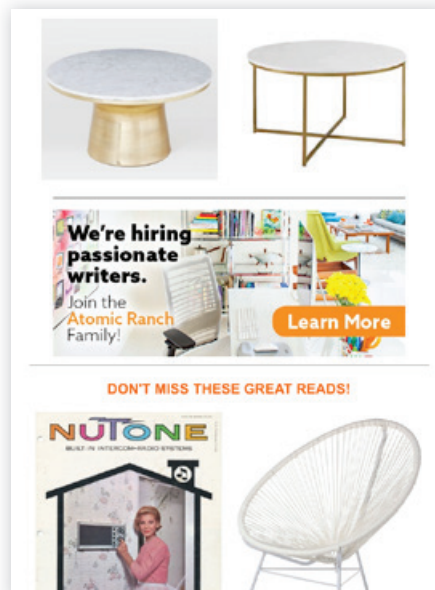
## Instagram



## Facebook



## Newsletter Ad





# Custom Solutions

## Event Partner Social Media Promotion



## Social Media Event Coverage



## Local Promotion

**atomic ranch**LIVE

## 3 DAYS, 3 TOPICS, 3 TOURS

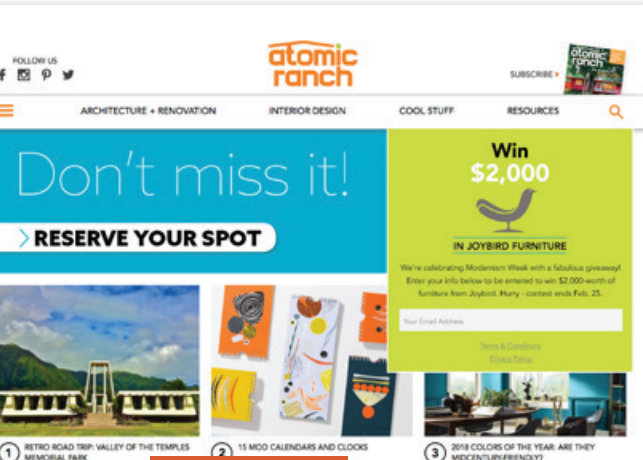
Join us for lively conversations and house tours in our 3-part series moderated by Atomic Ranch brand leader Sarah Jane Stone.

FRI	SAT	SUN
<b>HOUSE HUNTING</b>  <b>Friday, February 16</b> Seminar: 10 - 11:30 a.m. Tour: 12 - 2 p.m. Mid mod house hunters need apply! If you're in the market for a MCM home, our expert panel will guide you through the process of midcentury real estate, from finding out which neighborhood is right for you to working with a realtor that knows their stuff, you'll come away from this session armed with the knowledge you need to find your dream home. <b>PANELISTS</b> Ron Parks, HCM Sotheby's International T.J. Pierce, Mid-Century Homes by Moniker Real Estate	<b>DESIGN/BUILD</b>  <b>Saturday, February 17</b> Seminar: 10 - 11:30 a.m. Tour: 12 - 2 p.m. Fixtures, furnishings and everything in between—whether you're on the hunt for the perfect sectional or are considering what palette best suits your master suite, our expert tips and tricks will have you ready to tackle your mid mod interior in no time. <b>PANELISTS</b> Kevin Kemper and Howard Hawkes, H&K Design	<b>RESTORE, RENOVATE OR PRESERVE?</b>  <b>Sunday, February 18</b> Seminar: 10 - 11:30 a.m. Tour: 12 - 2 p.m. You've got your dream home, but it needs a little work—what's next? We've got the answers as we discuss when to renovate and when to restore, how to bring a period home into the modern age and what kind of hurdles you might encounter in every space from the kitchen to the bathroom. <b>PANELISTS</b> Steven Shields, Shields Residential George Smart, US Modernist

Tickets for all 3 seminars are available at [ModernismWeek.com](http://ModernismWeek.com) or at the information desk at CAMP. But act fast—our events sold out last spring!

modernism week Official Modernism Week Event

## Giveaway



## Social Media Giveaway Promotion

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!

# Editorial Calendar

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## Spring

### THE PALM SPRINGS ISSUE

- Iconic homes from the Mecca of Mid Century Modern Design
- Vibrant Vintage style: retro design ideas for every room
- Renovation reveals with smart solutions to upgrading your MCM
- The Hollywood connection: A peek into a historic celebrity home

Ad close: 12/2/20

Materials due: 12/10/20

On sale: 1/26/21

## Summer

### RETRO REVIVAL

- Tour homes with incredible indoor/outdoor style
- Your guide to upgrading and restoring your hard working spaces
- Vintage furniture handbook: how to hunt for coveted classics and when you should buy new

Ad close: 2/10/21

Materials due: 2/18/21

On sale: 4/6/21

## SPECIAL

### THE RENOVATION GUIDE

- Kitchen + Baths
- Remodel Rescue: amazing before and afters and what they will teach you
- Project Handbook: Buyers guide for hardware, finishes, flooring and more
- Curb Appeal 101: From lighting to landscaping, paint and every thing in between

Ad close: 3/24/21

Materials due: 4/1/21

On sale: 5/18/21

## SPECIAL

### EXTERIOR DESIGN AND LANDSCAPING

This newsstand special is your guide for:

- Curb Appeal: Learn how to use landscaping and hardscaping to perfect the look of your Mid Century Modern home
- Modern Gardens: Your guide to the best plants for every region
- Outdoor Essentials: From windows and doors to lighting and accents
- Patio Perfection: Our top picks for furniture and accessories for a sleek and chic outdoor entertaining space
- Design ideas for every space from the front yard to the atrium and the quintessential mid mod backyard
- Finishing touches: Don't forget the eye-catching details like house numbers, hardware and more

Ad close: 5/5/21

Materials due: 5/13/21

On sale: 6/29/21

## Fall

### FURNITURE IN FOCUS

- How to choose the right pieces for your rooms
- Modernist Furniture and Accessories: What to collect from the past and who to buy from today
- Daring design for small spaces

Ad close: 6/16/21

Materials due: 6/24/21

On sale: 8/10/21

## Winter

### PRESERVATION EDGE

- Tour restored gems with warm inviting style
- A spotlight on American design masters
- Stylish Storage: Top picks for cabinets, armoires, and dressers
- Modern entertaining essentials: dishes, glassware and more

Ad close: 7/28/21

Materials due: 8/5/21

On sale: 9/21/21

## SPECIAL

### THE DESIGN GUIDE

- Movers, Shakers & Makers in the world of new Mid Century Modern masterpieces
- Tour stunning examples of Mid Century Modern interior design with expert tips to make it yours
- Modern Masters: A retrospective of Mid Century Modern Icons of design and craftsmanship

Ad close: 9/8/21

Materials due: 09/16/21

On sale: 11/02/21

## SPECIAL

### ATOMIC RANCH BEST OF DESIGN 2021

The editor's top picks for the new decade

A curated collection of our top picks in

- Interior design
- Architecture & renovation
- Furniture design
- Vintage restoration
- Product design and more

Ad close: 10/20/21

Materials due: 10/28/21

On sale: 12/14/21



# 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

### Resource Guide Rates

1/5	\$600
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## Digital

**Custom E-Blasts:** \$1,700

**Newsletter Display Ad:** \$600

**Sponsored Web Story:** \$3,000

**Written by our editors, featuring you**

Includes:

- 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



# Magazine Ad Sizes and Specifications

## MECHANICAL REQUIREMENTS

**Printing:** Web Offset

**Binding:** Perfect Bound

**Trim Size:** 8-3/8" x 10-7/8"

## MATERIAL REQUIREMENTS

**Digital Files:** PDF 300 DPI

**Total maximum dot densities:** 180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date. This includes ad copy, photographs, logo, etc., needed to build the ad. Engaged Media, Inc., will supply a price quote for authorization based on the amount of work necessary to complete the ad. Alterations and corrections requested to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date.

Please note: Unless specified through prior written agreement with the Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

**Final Trim:** 8-3/8" x 10-7/8"

Standard Units	Width & Depth
Double page spread	16-3/4" x 10-7/8"
Full page	8-3/8" x 10-3/8"
1/2 page horizontal	7-3/8" x 4-13/16"
1/2 page vertical	3-5/8" x 9-7/8"
2/3 page vertical	4-3/4" x 9-7/8"
1/3 page horizontal	7-3/8" x 3-1/8"
1/3 page vertical	2-3/8" x 9-7/8"
1/3 page square	4-3/4" x 4-7/8"
1/4 page	3-5/8" x 4-7/8"
1/5 page horizontal	7-3/8" x 1-7/8"

**\*Live Area:** Type and other image not intended to bleed must be kept 1/4" from final trim.

### Full-Page Bleed (all 4 sides):

8-5/8" x 11-1/8" deep

### Full-Bleed Spread (all 4 sides):

17" x 11-1/8" deep

