

# COTTAGES

& BUNGALOWS

media kit  
2021





# COTTAGES & BUNGALOWS

*Cottages & Bungalows* is the premiere authority on cottage design, architecture and style. We bring inspiring and exciting ideas that empower our audience to create, decorate and live the cottage dream.

From the small historic homes of the turn of the century to the post-war era, to new builds designed to capture the classic character of old homes, *Cottages & Bungalows* is the destination for cottage style ideas, insight and resources. Home tours, decor ideas, recipes and how-to projects along with top quality home renovation picks are all part of this timeless brand.



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

Our exclusive Cottage Décor 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 home events like the Southern Home & Garden Show and the Northern California Home and Landscape Expo. Our data analysts then extend and refine this initial geotargeting data set with other high-value sources such as Cottages & Bungalows subscribers and search data.

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

*(Source: IBIS World)*

**23%** own a second home.

*(Source: Internal)*

**51%** of audience have household incomes of \$86,000 or more.

*(Source: Internal)*

**65%** are more likely to remodel their home next year.

*(Source: Internal)*

**88%** plan on remodeling their home in the next 3 years.

*(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 and has hosted panels for Design Bloggers Conference, Haven Conference and she's a frequent guest on 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 post-war bungalow in Southern California.

## Kelly McMaster, *Senior Editor*

Before she was a home décor editor, Kelly's home was frequently featured in shelter publications thanks to her signature creative and vibrant style. As a life-long "maggie", collecting everything from chalkware and vintage tins to piles of pillows, Kelly is known for her cheery and whimsical interiors. Be it a suburban apartment, a tiny cottage at the beach, or a farmhouse in the Midwest, she is continually rearranging and fine tuning her style. She loves sharing with the home decor community on Instagram and Facebook and hosts an online vintage shop. She's an avid flea market shopper and loves photography, gardening, up-cycling junk and spending time with her family and pup.

## Jo-Anne Coletti, *Columnist*

A Massachusetts-based artist, designer and photographer, Jo-Anne joined Cottages & Bungalows with more than 25 years of expertise in the home-styling industry. She is a published designer with her work appearing in many national and international publications. Her work was also highlighted on the ABC Television show, Extreme Makeover: Home Edition, 2011. Renowned for her artwork and photography, Jo-Anne has also authored three books in the home decorating and painting genres: The Feminine Home, The Quiet Hour, and Painting Roses. She was also the editor of French Style magazine.

## 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



**Cottages & Bungalows** the magazine is published 6 times a year bringing the best in home renovation, décor, product guides and insightful historical articles to readers across North America.



**Cottagesandbungalowsmag.com** is the online destination for expert and inspired cottage style ideas, home tours, how-to and DIY tutorials, recipes, product guides and trend reports.



**Cottages & Bungalows 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.



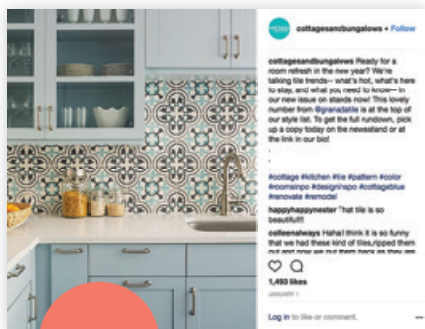
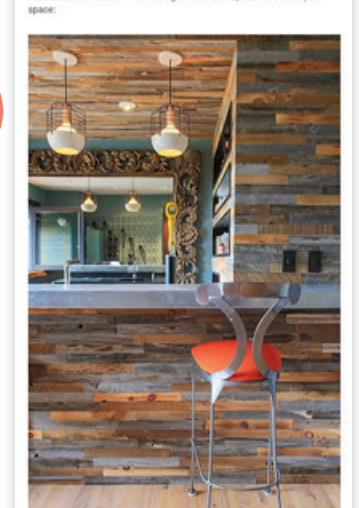
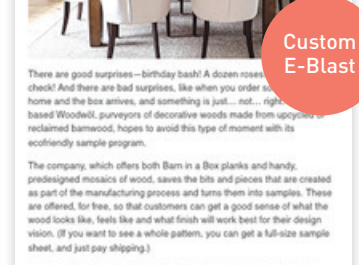
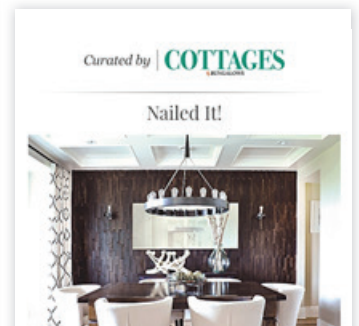
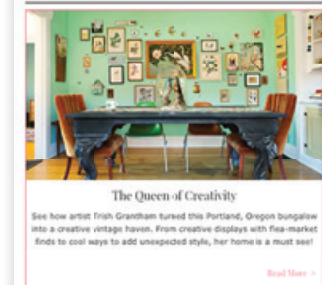
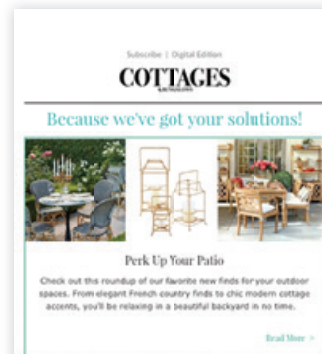
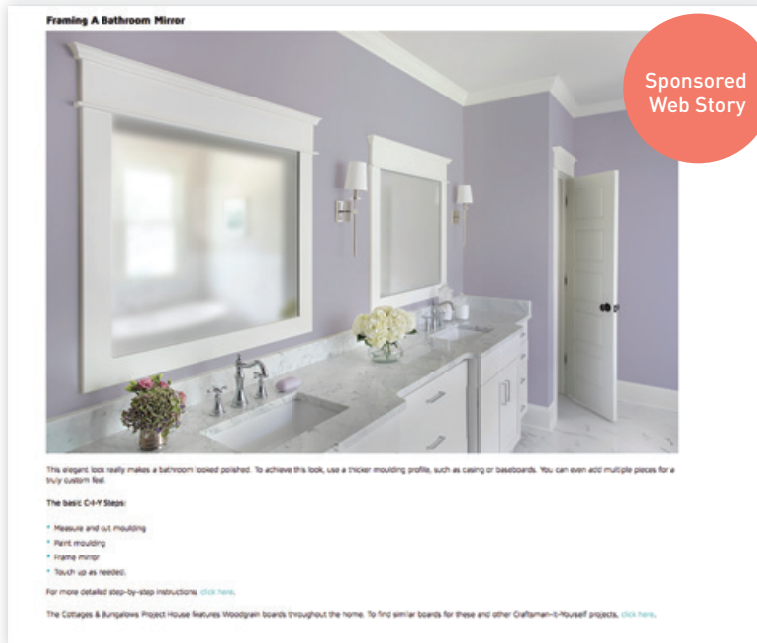
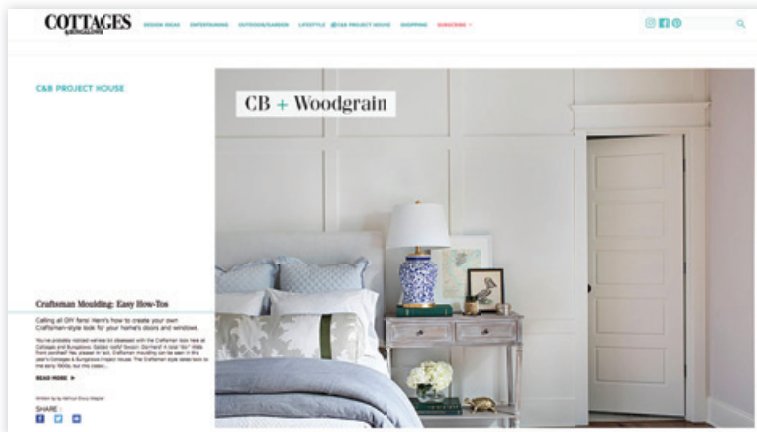
**@Cottagesandbungalows** social media empire is a bustling and engaged community of online enthusiasts who are inspired and activated by the curated content that the Cottages & Bungalows team delivers on the world's top social platforms and their active sharing of content, resources and ideas.



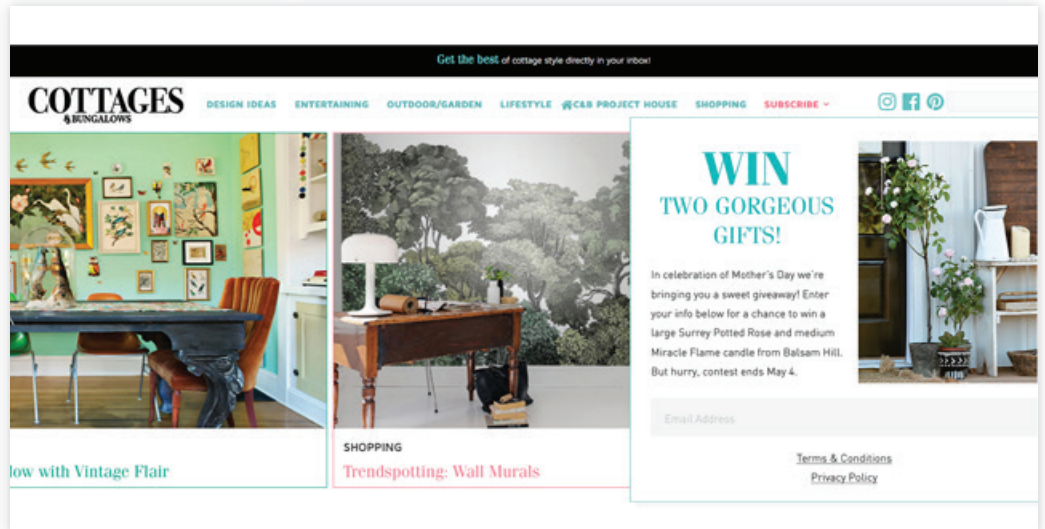
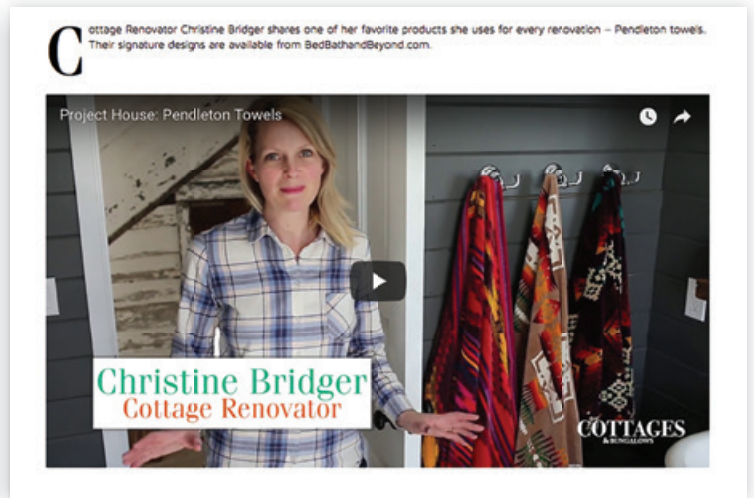
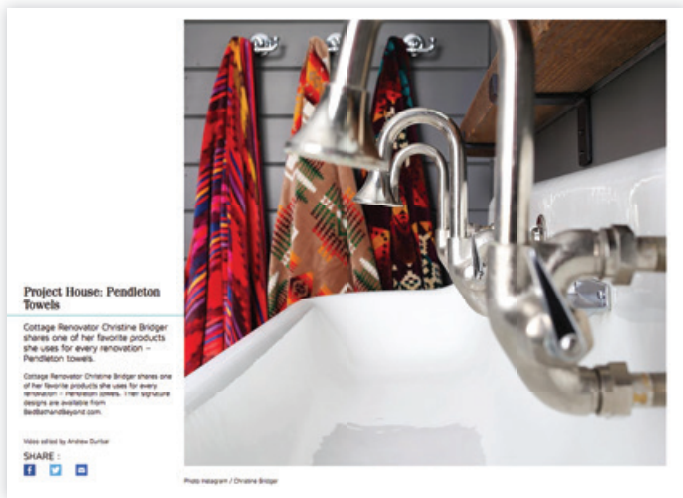
**The Bucket List** is Cottages & Bungalows beloved weekly newsletter which delivers top-tier news, information and inspiration to a highly engaged and tuned-in readership.



# Examples



# Custom Solutions



*Cottages & Bungalows* offers a variety of special media programs, custom designed for our clients. Opportunities include:

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Contests for Engagement and/or Shared Email Opt-ins</li><li>• Print Content Solutions</li><li>• Brand Partnerships</li><li>• Brand Sponsorships</li><li>• Video Sponsorship Campaigns</li><li>• Thematic Programs (e.g. Project Homes, Real Estate, Influencer Programs)</li></ul> | <ul style="list-style-type: none"><li>• Flash Sale on Social Media</li><li>• Speaking Engagements / Live Programming</li><li>• Custom Publishing<ul style="list-style-type: none"><li>· Catalogs</li><li>· Inserts</li><li>· Microsites</li></ul></li></ul> |
|--|---|

*Let us build a program for you!*



# Editorial Calendar

## February/March

### CREATE YOUR DREAM COTTAGE

- **Design your haven:** Inspirational ideas for every room
- **Design Guide:** The best picks in lighting, flooring, paint, furniture and more
- **Cottage Furniture Basics**—china cabinets
- **Bedding buys:** how to outfit a dreamy bedroom
- **The Cottages & Bungalows and American Farmhouse Style 2020 Project Home reveal!** Take a tour of how our showcase house with Scissortail Homes has all come together

AD CLOSE: 10/14/20

MATERIALS DUE: 10/22/20

ON SALE: 12/8/20

## 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
- **Modern Cottage Style Tips:** From chic and colorful to earthy boho

AD CLOSE: 12/30/20

MATERIALS DUE: 1/7/21

ON SALE: 2/23/21

## June/July

### THE KITCHEN & BATH ISSUE

- **Sourcebook** for 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
- **Big style for small spaces:** storage, home office and mudrooms

AD CLOSE: 3/3/21

MATERIALS DUE: 3/11/21

ON SALE: 4/27/21

## August/September

### THE COASTAL ISSUE

- **Beach Cottage Stunners:** nautical, seaside chic and summer 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: 5/5/21

MATERIALS DUE: 5/13/21

ON SALE: 6/29/21

## October /November

### ENTERTAINING SPECIAL

- **Fall Favorites:** Inspiring homes with country style and rustic appeal
- **Autumn Elegance:** furniture, accents and accessories to get the look
- **Festive fall gatherings:** fall-themed 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: 7/7/21

MATERIALS DUE: 7/15/21

ON SALE: 8/31/21

## December 2021/January 2022

### COTTAGE CHRISTMAS

- **Holiday Magic:** Warm up your home with these inspiring Christmas décor ideas
- **Trendy Trimmings:** This year's hottest holiday looks
- **The Best in Christmas Décor ideas**
- **Gift Guides:** our top picks for everyone on your list

AD CLOSE: 9/1/21

MATERIALS DUE: 9/9/21

ON SALE: 10/26/21

## February/March 2022

### 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
- **The Cottages & Bungalows and American Farmhouse Style 2021 Project Home!** Take a tour of our showcase house with Garden Gate Homes in Franklin, TN

AD CLOSE: 10/27/21

MATERIALS DUE: 11/4/21

ON SALE: 12/21/21

# 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







## 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.

Alteration and correction request 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" x 10.875"

### Standard Units

Full page (live area)\*

1/2 page (horizontal)

1/3 page (vertical)

1/4 page (vertical)

1/6 page (vertical)

### Width & Depth

7.125" x 9.75" deep

7.125" x 4.875" deep

2.25" x 10" deep

3.375" x 4.875" deep

2.25" x 4.875" deep

\*Live Area: Type and other image not intended to bleed must be kept .25" from final trim.

### Magazine Trim Size:

8" x 10.875" deep

Full-Page Bleed (all 4 sides):

8.25" x 11.125" deep

Non-Bleed Spread:

15.125" x 10" deep

Full-Bleed Spread (all 4 sides):

16.125" x 10.125" deep

(keep live matter centered to 15.125" x 10")