

COTTAGES

& BUNGALOWS

Media Kit
2022

ENGAGED[®]
MEDIA, LLC

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, insights, and resources. Home tours, décor ideas, recipes, how-to projects, and top-quality home renovation picks all form this timeless brand.



Our devoted readers are committed creators, customers, and students. They're more than just a market segment – they're the **Cottages & Bungalows community**. They invest their time and effort in home furnishing, travel, leisure, homes, and gardens. That includes the products and services that make their designs happen and the events where they gather with other cottage enthusiasts. They attend events like the Southern Home & Garden Show, the Northern California Home and Landscape Expo, the Haven Conference and Pinner's Conferences where they pick up the tips and contacts that their own projects need.

Here are the things our **Cottage Enthusiasts** have told us about their interests and habits:

- 20%** own a second home
(Source: Internal)
- 51%** have household incomes of \$86,000 or more
(Source: Internal)
- 53%** plan to do some remodeling in 2022
(Source: Internal)
- 88%** plan on remodeling their home in the next 3 years
(Source: Internal)
- 82%** use Cottages & Bungalows suggestions to make purchases
(Source: Internal)
- 93%** decorate their homes for the holidays
(Source: Internal)
- 93%** of readers are planning a vacation for 2022
(Source: Internal)

Meet the Experts

Kelly McMaster, Brand Leader & 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 has continually rearranged and fine-tuned 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 new grandbaby.

Jickie Torres, Director of Content

With more than 13 years in the publishing industry focused on all things architecture, home, and décor, Jickie is a leader in editorial interiors. She has guided and developed countless titles for Engaged Media and hosted panels for Design Bloggers and Haven conferences, 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.

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 work 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 décor trends or is knee-deep in DIY supplies to create a new tutorial.



Kara Williams, CB Brand Ambassador

The Cottages & Bungalows team is incomplete without input from its audience through the Brand Ambassador program. Kara Williams is the Cottages and Bungalows brand ambassador for 2022—she's an interior designer with a passion for creating cozy spaces layered with splashes of color and rich textures. Passionate about entertaining and DIY projects around her c.1901 cottage in Washington, Kara will build close ties to the CB audience and inspire them as a décor enthusiast.

Brand Platforms



Cottages & Bungalows 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.

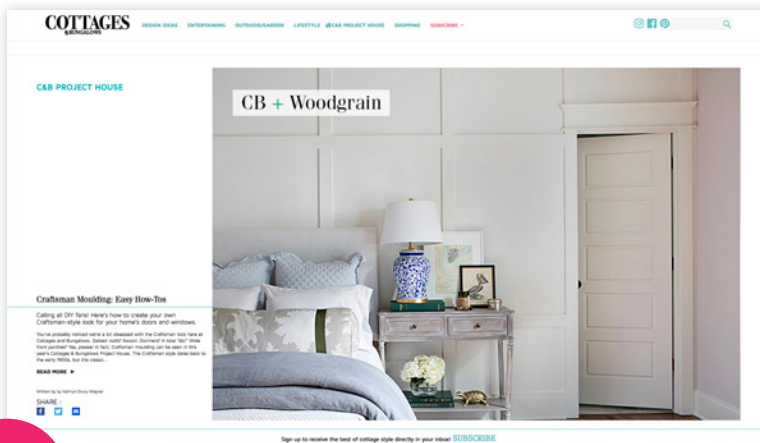


@Cottagesandbungalows social media empire is a bustling and engaged community of online enthusiasts who are inspired and activated by the curated content that the Cottages & Bungalows team delivers on the world's top social platforms and their active sharing of content, resources and ideas.

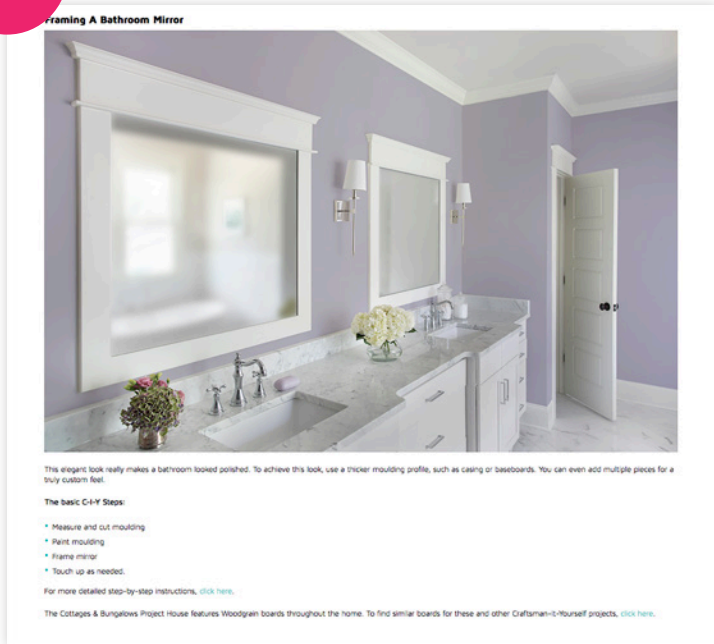


The Bucket List is Cottages & Bungalows' beloved weekly newsletter which delivers top-tier news, information and inspiration to a highly engaged and tuned-in readership.

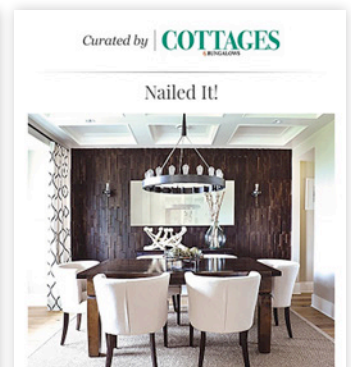
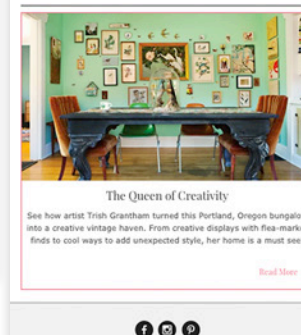
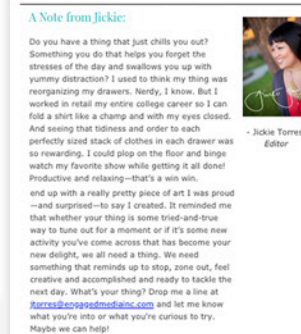
Examples



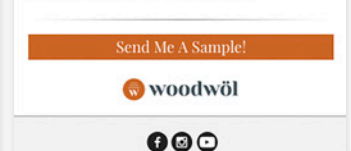
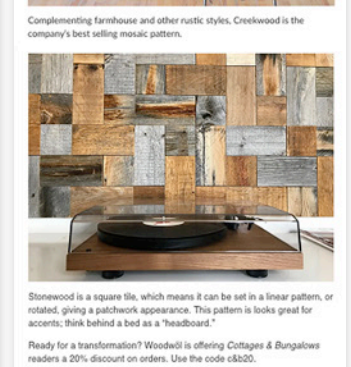
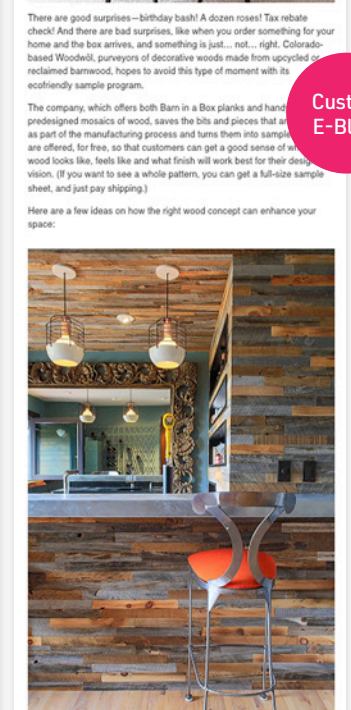
Sponsored Web Story



Newsletter Ad



Custom E-Blast

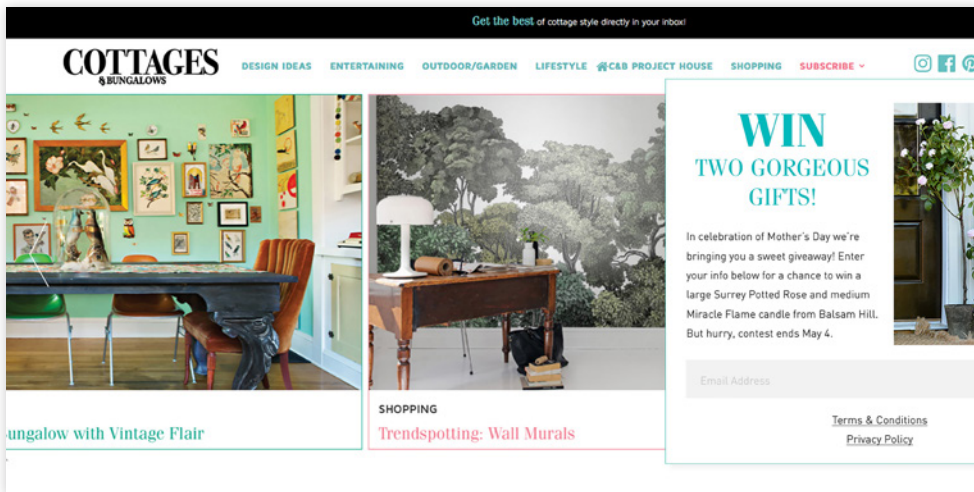
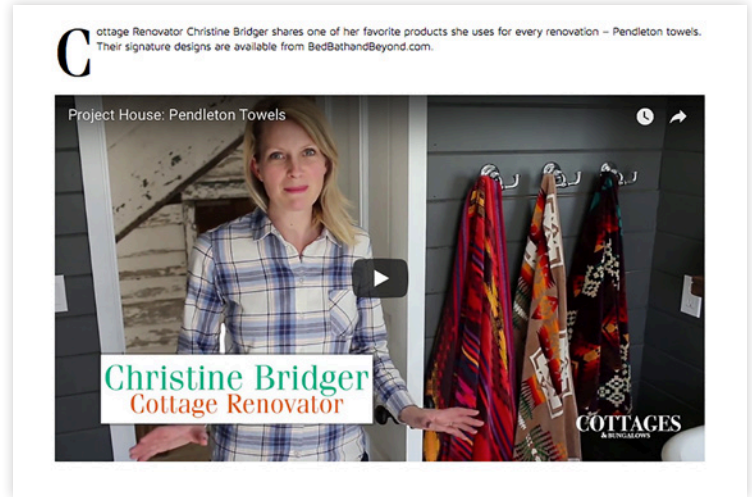
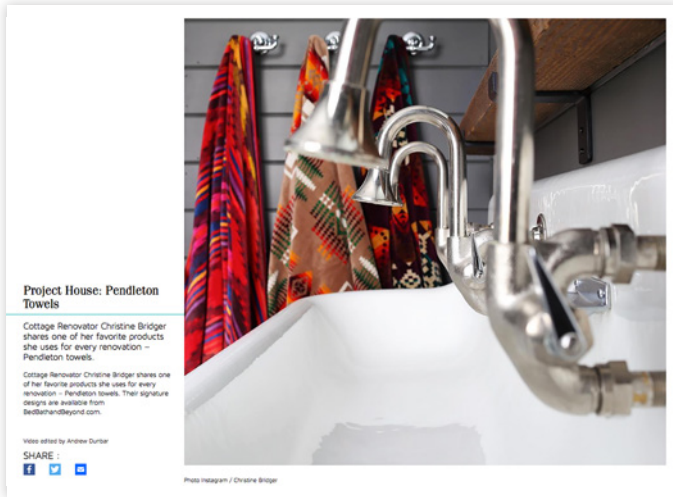


Facebook Post



Instagram Feed

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 on Social Media
- Speaking Engagements / Live Programming
- Custom Publishing: Catalogs | Inserts | Microsites

Let us build a program for You!

Editorial Calendar



APRIL/MAY

The Outdoor Issue

- Everything from dining al fresco, outdoor kitchens, the best finds for grilling, picnics, and sunny soirées of all sorts
- 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: 12/22/21

Materials Due: 12/30/21

On Sale: 02/15/22

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: 02/23/22

Materials Due: 03/03/22

On Sale: 04/19/22

AUGUST/SEPTEMBER

The Coastal Issue

- Beach Cottage Stunners: seaside charm, laid back lakefront and riverside chic homes with cottage-style
- Update your décor with summer fresh finds and emerging trends
- Indoor/outdoor living with style: patios, decks, pavers and the best furnishings and accessories for your backyard

Ad Close: 04/27/22

Materials Due: 05/05/22

On Sale: 06/21/22

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: 06/29/22

Materials Due: 07/07/22

On Sale: 08/23/22

DECEMBER '22/JANUARY '23

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: 08/31/22

Materials Due: 09/08/22

On Sale: 10/25/22

FEBRUARY/MARCH '23

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: 11/02/22

Materials Due: 11/10/22

On Sale: 12/27/22

Advertising Rates

Print Ads

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
1/6	\$1,200	\$936	\$864

Premium Positions

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



Digital Ads

Brand Ambassador Sponsorship Package » \$1,000

- You get a product review or mention in a CB magazine issue by our brand ambassador
- Your article also gets promotion on our website, Instagram page and Facebook account

**Pending BA and Brand Leader Approval.*

Full Digital Package » \$2,400

- Website Ad
- Boosted Facebook Campaign
- Promoted Instagram Post
- Newsletter Ad Unit

Product Roundup Package » \$3,800

You receive these with direct links and tags to your brand's website and accounts:

- 1 full web article at cottagesandbungalowsmag.com
- 3 slides of IG Story promotion on the CB account
- 1 CB post that promotes your web article
- 3 FB stories (identical to IGS*)
- At least 5 Pinterest pins
- *IG feed post not guaranteed





Ad Sizes and Specifications

Mechanical Requirements

Printing: Web Offset

Binding: Perfect Bound

Trim Size: 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"

<u>Standard Units</u>	<u>Width & Depth</u>
Full page (live area)*	7.125" x 9.75" deep
2/3 page (vertical)	4.625" x 10" deep
1/2 page (horizontal)	7.125" x 4.875" deep
1/3 page (vertical)	2.25" x 10" deep
1/4 page (vertical)	3.375" x 4.875" deep
1/6 page (vertical)	2.25" x 4.875" deep

*Live Area: Type and other image not intended to bleed must be kept 0.25" 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")

ENGAGED[®]

MEDIA, LLC 2220 Sedwick Rd, Durham, NC 27713

Get in touch about your next audiences!

Email: advertise@engaged.media Phone: 1-800-332-3330 Ext.1930