

# atomic

MID CENTURY MARVELS

# ranch

MEDIA KIT

2022



# 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.

Our readers also prize Mid Century Modern living with their time and purchasing. They learn the newest trends in home furnishing, travel, and leisure because they plan to improve their own homes with that knowledge. In the U.S., consumers like our niche enthusiasts spend about \$35 billion on home furnishing products. But few audiences act on the need to improve their homes' style like Atomic Ranch readers.

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

*(Source: Internal)*

**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%** of Atomic Ranch will remodel their home in the next year or two.

*(Source: Internal)*

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

*(Source: Internal)*

# Meet the Experts

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## **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.

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## **Ian McMaster**, *Associate Editor*

An education in journalism and communication, a background in business operations, and a passion for Mid Century Modern design has led Ian down the path to becoming Atomic Ranch's newest Associate Editor. As a recent resident of Austin, Texas, most of Ian's free time is spent exploring his new city and checking out the art, food, and music scene.

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## **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.

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## **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.

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## **Robert Maurer**, *Columnist*

Robert Maurer is the creative director, and residential designer at Commuter Industries. In this recurring column, The Vibe, he'll be sharing highlights from his home, geared toward design, entertaining, restorations, home improvements, recipes, décor and more.

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## **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.

The digital audience of almost **1.5 million** enthusiasts

# Examples

## ▼ Sponsored Web Story

Written by our editors, featuring you.

Architecture + Renovation

All Curb Appeal House Tours Landscape Design Preservation Corner **Retro Road Trip**

## UBC Vancouver's Modernist Metropolis

When a school's history spans over a century, you get an architectural variety—including many modernist buildings at the University of British Columbia.

Written by Ken MacIntyre • Photography by Ken MacIntyre • Posted October 29, 2017




UBC's International House was designed by several architects, including Frank Lasserre.

**A**utumn means school is in full swing, and for fans of West Coast Modernism there's no better place to experience midcentury architecture than at the University of British Columbia in Vancouver.

Atomic Ranch Magazine with Joybird.  
February 15 • Paid •

Attention, Midcentury design fans! In celebration of Modernism Week 2018, we've partnered with Joybird to give away \$2,000 in furniture! (Now's the time to get that new sofa you've been dreaming of.) Visit [www.atomic-ranch.com/joybirdcontest](http://www.atomic-ranch.com/joybirdcontest) to enter, but hurry, contest ends February 25th.

This contest is in no way sponsored by, endorsed by, administered by, or associated with Facebook.



**WIN \$2,000 IN JOYBIRD FURNITURE!**


2,545 people reached [Boost Post](#)

Sherrie Norris, Cindy O'Hara and 16 others 1 Comment

[Like](#) [Comment](#) [Share](#)


## ▲ Facebook

## ▼ Newsletter Ad



**We're hiring passionate writers.**  
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**DON'T MISS THESE GREAT READS!**



## ▼ Custom E-Blast

atomic ranch | THEMODLIST


JOYBIRD

### Over the Rainbow

If you haven't heard, color is back in fashion, big-time. Whether you want to boost a neutral palette with a shot of vivid color, or go all out with a chromatic combination that would make Roy G. Biv proud, now is the season to be inspired by rainbow brights. We've put together a list of multicolored furnishings, as curated by Joybird.

#### Living Room


**Eliot Sleeper Sofa**  
Shown in Key Largo Kelly Green



Your houseguests will turn simply green with envy when they see this retro-inspired sleeper sofa.

Verizon 10:24 AM 63%






< Photo >



[View Insights](#) [Promote](#)

Liked by shieldsresidential, post\_war\_objects and 1,406 others

theatomicranch What does it take to bring a home from "perfect for demo" to comfortable, livable and authentically Mid Mod? Steven Shields of @shieldsresidential told us how he did just that in our Restore, Renovate or Preserve? event at @modernism\_week.

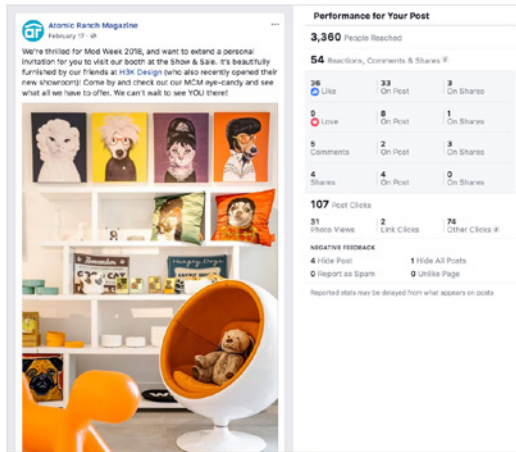
    

## ▲ Instagram

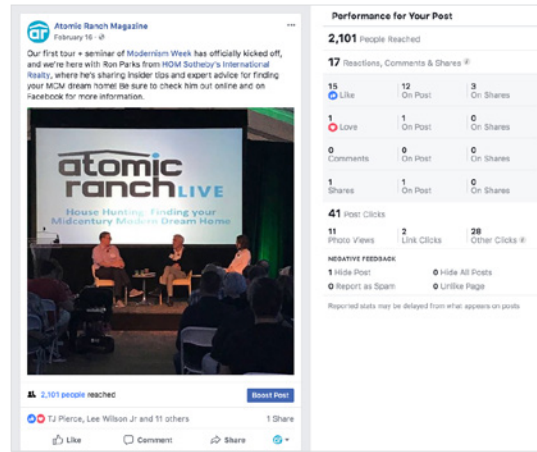


# Custom Solutions

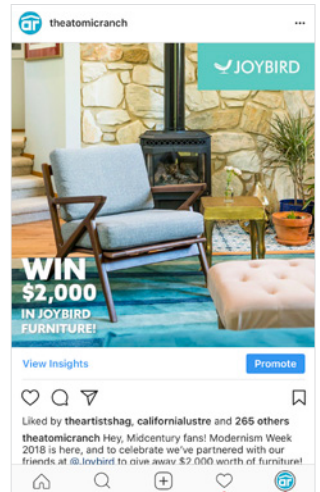
## ▼ Event Partner Social Media Promotion



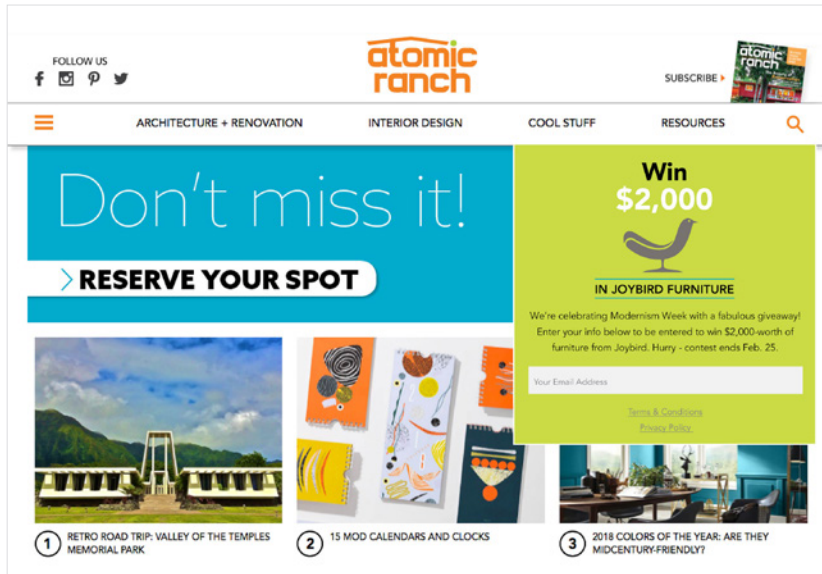
## ▼ Social Media Event Coverage



## Social Media Giveaway Promotion ▼



## ▼ Giveaway



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

## Local Promotion ▲

# 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:** 12/1/21

**Materials due:** 12/9/21

**On sale:** 1/25/22

## 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:** 3/9/22

**Materials due:** 3/17/22

**On sale:** 5/3/22

## 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:** 4/13/22

**Materials due:** 4/21/22

**On sale:** 6/7/22

## 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:** 1/5/22

**Materials due:** 1/13/22

**On sale:** 3/1/22

## 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:** 6/8/22

**Materials due:** 6/16/22

**On sale:** 8/2/22

## 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:** 8/10/22

**Materials due:** 8/18/22

**On sale:** 10/4/22

## 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:** 9/14/22

**Materials due:** 9/22/22

**On sale:** 11/08/22

# Rates

## Print Ads

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 cover / C4	\$1,500 Premium
Inside front cover / C2	\$1,000 Premium
Inside back cover / C3	\$1,000 Premium

### Resource Guide Rates

1/5	\$600
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## Digital Ads

### Full Digital Package » \$2,000

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

### Product Roundup Package » \$2,300

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

- 1 full web article at [www.atomic-ranch.com](http://www.atomic-ranch.com)
- 3 slides of IG Story promotion on the AR account
- 1 AR post that promotes your web article
- 3 FB stories (identical to IGS\*)
- At least 5 Pinterest pins
- \*IG feed post not guaranteed.

### Custom Web Story Package » \$3,000

Your brand gets a custom web article for the product or employee of your choice. You also receive full online promotion, including:

- 2 Story slides on the AR Instagram
- 1 dedicated post on the AR Instagram
- 1 dedicated post on the AR Facebook, linking right to your article
- 2 Facebook Stories on the AR account
- At least 5 dedicated Pinterest pins
- 1 dedicated plug in The Starbust, our newsletter



# 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



## Engaged Media

2220 Sedwick Rd, Durham, NC 27713

*Get in touch about your next audiences*

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