

**@Home** *Your Local Guide to Dining • Shopping • Home Ideas • Kids Stuff & More*

# IN Magazine

## Magazine Overview

**@HomeIN Magazine** is the only full-color, direct mail magazine dedicated to community based shopping and news.

**@HomeIN Magazine** caters to communities, instead of skimming all of Orange County. Each regional magazine highlights the merchants in the local shopping community. Whether your clients come from a local radius, or from specific communities, you can target mail to just those homes, or you can go wide and reach 160,000+ homes on a bi-monthly basis.

**@HomeIN Magazine** features local area content specific to each neighborhood served. Spot lighting area Dining, Business Services, Home Ideas, Arts and Crafts, Entertainment, Gardening, Spiritual Enlightenment, Caring for Kids, and Automotive needs for each region, no other publication brings it home to where people live and shop like @HomeIN Magazine.

Our staff at @HomeIN Magazine is unrivaled in designing ad campaigns, thus making cash registers ring. We strive to provide award winning, results-driven, direct mail campaigns. Be it ad design, photography, story content, or informational expertise, your ad, story or on-going column will project your desired image into the minds of the readers to produce results.

## Distribution

**Local Delivery of 40,000+ per publication, plus 1000+ local businesses.**

**Regional Delivery to 160,000+ upscale homeowners within North Orange County.**

*Published in full color on 60lb glossy paper and delivered via U.S. Postal Service.*

*Reaching over 85% of homeowners, (average income \$85,000+/home values \$750,000+).*

**FREE STORY on your Business** (with On-going ad campaign) – Drives ROI to higher levels.

*Mailing list updated monthly to insure maximum saturation to new homes/homeowners.*

**Complimentary overcuts** – (1000 copies of each ad are your bonus with each issue).

**Additional copies at Chamber of Commerce offices** for areas covered, select advertisers, libraries and hotels.

*revised 8/2011*

18340 Yorba Linda Blvd., Suite 107 • Yorba Linda, CA 92886 • (714) 289-0700 • FAX (714) 289-0800

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## 2011 Publication Dates and Ad Specs

Irvine Publication Dates ~ 2011	Orange/Tustin & Santa Ana Publication Dates	Brea/Placentia, E.Fullerton/La Habra Hgts Publication Dates	Yorba Linda/ Anaheim Hills Publication Dates
<i>Spring Clean – February</i>	<i>Spring Clean – February</i>	<i>Spring Clean – February</i>	<i>Spring Clean – February</i>
<i>Spring – April</i>	<i>Spring – April</i>	<i>Spring – April</i>	<i>Spring – April</i>
<i>Pre-Summer - May</i>	<i>Pre-Summer - May</i>	<i>Pre-Summer - June</i>	<i>Pre-Summer - June</i>
<i>Labor Day – July</i>	<i>Labor Day – July</i>	<i>Labor Day – August</i>	<i>Labor Day – August</i>
<i>Fall – September</i>	<i>Fall – September</i>	<i>Fall – September</i>	<i>Fall – September</i>
<i>Christmas – November</i>	<i>Christmas – November</i>	<i>Christmas - December</i>	<i>Christmas – December</i>

**Email us at:**  
athomein@sbcglobal.net

**To Advertise Call...**  
**714-289-0700**

**Fax:**  
714-289-0800

## Features/Departments

**ON-GOING FEATURE: (Departments in Bold)**

*Spotlight on New Business*  
*Merchant Reviews*  
*Industry Expert Columnists*  
*Stepping Out – Where to go, what to do*  
*Maps to Area Advertisers*

**DINING & ENTERTAINMENT**

*Restaurant Reviews Faith & Charity @Home*  
*Issues of the Heart, Mind and Soul*

**HEALTH & BEAUTY @HOME**

*Extremely Made-over*

**@HOME FOR WORK**

*Personal Organization*  
*Event Planning*

**KIDS @HOME**

*Day Trip Ideas with Kids*  
*Birthday Bash Ideas*

**FAITH & CHARITY @HOME**

*Issues of the Heart, Mind and Soul*

**@HOME IDEAS**

*Home Improvements*  
*Growing in the Garden*

**AUTOMOTIVE**

*Keeping your Ride Smooth*

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## 2011 Ad Rates

Local Content Rates - Price per issue	(1 Region)		(2 Regions)	(3 Regions)	(4 Regions)	
	1 issue	3 issues	6 issues	12 issues	18 Issues	24 issues
Full Page	\$1650	\$1600	\$1550	\$1500	\$1250	\$1100
2/3 Page	\$1400	\$1300	\$1225	\$1100	\$ 895	
1/2 Page	\$1050	\$ 925	\$ 875	\$ 800	\$ 675	\$ 595
1/3 Page	\$ 775	\$ 700	\$ 650	\$ 600	\$ 500	
1/4 Page	\$ 575	\$ 550	\$ 500	\$ 475	\$ 400	\$ 375
1/6 Page	\$ 450	\$ 425	\$ 400	\$ 350	\$ 295	
1/8 Page	N/A	N/A	\$ 225	N/A	N/A	

Rates apply to local retail advertisers supplying local content only.

## Premium Position Rates

	<u>1 Regions</u>	<u>2 – 3 Region</u>	<u>All 4 Regions</u>
Cover*	\$1495	\$1395	\$1295
Inside Cover	\$1995	\$1795	\$1595
Inside Cover Right	\$1995	\$1795	\$1595
Inside Back Cover	\$1995	\$1795	\$1595
Back Cover Full	\$2195	\$1995	\$1795

\*Cover plus inside ad of 1/2 page or more  
 Front and Back Cover Placement; Maximum of one in three issues  
 5% Discount for pre-payment of six or more issues.  
 10% Discount on Double Truck, (2-Page Spread)

## Writers/Columnists

Each issue is packed with informative and educational topics written by actual experts in their respective industry. Merchants reviews educate and inform the community about what make our local businesses unique. Additional content is contributed by our writers that live, work, and shop within the community.

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## Artwork Requirements

The Graphics Department uses CS2 through CS4 suite of applications; InDesign, Adobe Illustrator and Photoshop.

**File Size:** Nothing smaller than 300 dpi for artwork. Internet web graphics **will not** work.

**Photos:** Original photos are always best. **Reproducing copyrighted material is illegal.** If you are the one reproducing this material (let alone suggesting it) it is you, not the publisher, the photographer, model and/or the original client who would be at fault. All imagery must be properly licensed.

**Fonts:** If they are a non-standard, please submit fonts on disk as well. Logos with text should have the text converted to paths or fonts should be included.

**Accepted File Formats:** JPG, TIFF, EPS, INDD, AI, and PSD or original creation file.

**File Submissions:** Disc, Email or Flashdrive

**Photos:** Good quality, large format no less than 300 dpi are to be submitted in a Jpg or Tiff file format.

**Ads from other sources:** We will not use licensed artwork from other publications. We cannot take an ad from another company's proof sheet and place it in the magazine. Doing this could open up legal issues. We can recreate a similar ad, or use the artwork if the client owns the rights to it, and will send confirmation of such via email, fax or letter.

### AD SPECS:

**2-page spread:**

**Non-Bleed:** 15.25 x 10.0

**Trim:** exact size 16.75 x 10.75

**Bleed:** 17.25 x 11.25

**1/2 High 2-Page spread:**

**Non-Bleed:** 15.25 x 4.875

**Trim:** 16.75 x 5.125

**Bleed:** 17.25 x 5.375

**Full page:**

**Non-Bleed:** 7.625 x 10.0

**Trim:** 8.375 x 10.75

**Bleed:** 8.875 x 11.25

### SIZE DIMENSIONS: (width by height)

**2/3 Vertical:** 5.0 x 10.0

**2/3 Horizontal:** 7.625 x 6.625

**1/2 Horizontal:** 7.625 x 4.875

**1/2 Vertical:** 10 x 3.75

**1/3 Column:** 2.375 x 10.0

**1/3 Vertical:** 3.75 x 6.625

**1/3 Horizontal:** 7.625 x 3.1875

**1/3 Box:** 5.0 x 4.875

**1/4 Vertical:** 3.75 x 4.875

**1/6 Vertical:** 2.375 x 4.875

**1/6 Box:** 3.75 x 3.1875

**1/8 Bus. Card:** 3.75 x 2.3125