

HOMES • DESIGN • DÉCOR

newhome living®



2017
MEDIA KIT



NEW HOME LIVING IS THE PERFECT PLACE TO PROMOTE NEW HOMES AND COMMUNITIES

ENGAGING EDITORIAL

New Home Living has more content and better content than any similar product in the market. And it's all local - owned by Calgarians, written and produced by Calgarians - for Calgarians. It's all about you, the people who develop communities and build homes in Calgary. From show home profiles, to interior design tips, to how to shop for furnishings, we cover it all in New Home Living.

UNBEATABLE REACH

We print more magazines, distribute at more locations, and have a stronger readership base than any other real estate publication in town. In fact, with 25,000 copies printed and more than 1,700 distribution points, we reach more than 50,000 readers every month. And, thanks to the quality and integrity of our content, our magazines have great shelf life.

QUALIFIED PROSPECTS

Fully 100% of the people who read New Home Living are interested in buying a new home. That's why they pick the magazine up. More than half are between the prime homebuying ages of 26-45 and, with nearly 40% earning over \$75,000 per year. If you want to reach serious potential new home buyers, you should advertise in New Home Living magazine.

DARE TO COMPARE

New Home Living is THE single most cost effective way to advertise your product. On a cost per thousand basis we give you unbeatable ad value. And that doesn't even factor in seasonal and other special offers. If you're looking for maximum results from your marketing budget you need to put New Home Living at the top of the mix.

PERSONALIZED

We have an experienced magazine professional dedicated to new home advertising. They know the magazine - and the Calgary housing market - inside and out. Building an advertising strategy tailored to your needs is their specialty. Our entire sales staff and management group is in Calgary - just a phone call or visit away.



HOMES · DESIGN · DECOR
newhome
living



25,000
COPIES PRINTED
MONTHLY



MORE THAN
50,000
READERS



DISTRIBUTED
AT MORE THAN
1,700
LOCATIONS



THE RIGHT
MESSAGE IN
THE RIGHT
PLACE,
TO THE RIGHT
AUDIENCE

ADVERTISING RATES

DISPLAY AD

INSERTIONS	1X	3X	6X	OUR BEST RATES	
				12X	24X
double page	4280	4030	3875	3675	3490
full page	2800	2550	2460	2390	2300
2/3	2260	2030	1970	1940	1865
1/2	1610	1445	1410	1355	1315
1/3	1290	1145	1125	1100	1040

*15% guaranteed position surcharge.

COVERS

INSERTIONS	1X	3X
front cover package	5100	N/A
back cover package	4700	N/A
outside back	3350	3050
inside front/back	3250	2950

Front & Back Cover Packages

also receive a minimum

two pages of advertorial

inside purchased issue.

ADVERTORIAL

PAGES	2	3
profiles*	1500	1995

*Available only with paid ad in same issue

DIGITAL EDITION

AUDIO | VIDEO

Embedded on digital magazine	200	*File specifications required, see back cover.
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INCENTIVES

ADVERTISER INCENTIVE PROGRAMS

LOYALTY REWARD

Sign up for 12 consecutive insertions and receive **ONE FREE AD** insertion & **ONE (2-page) FREE EARNED MEDIA** to be used any time through the contract.

NEW ADVERTISER

Buy 3 ads at the regular rate and receive a 4th ad **FREE** of charge.

DOUBLE-UP

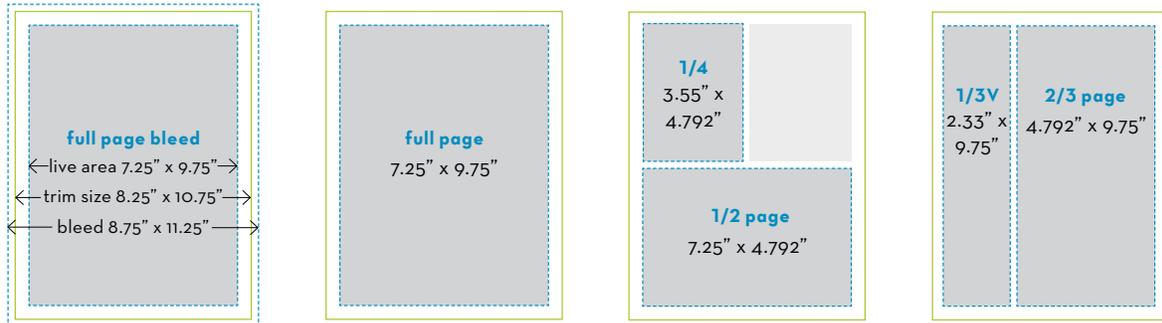
Purchase a full page on an annual contract and get another full page anytime for \$800.

ADVERTORIAL

Get a story any time you want. Purchase a full page ad at regular rate and the 2-page story is just \$1,500. We'll even write it for you!



PRINT ADVERTISING SPECS



ACCEPTED FILE FORMATS are EPS or InDesign. Please ensure all images are embedded/packaged with your artwork and fonts are converted to outlines. A low-resolution PDF of your ad is also required to serve as our reference.

IMAGES In order to maintain quality, all images should be submitted at 300 dpi at full placement size. All images should be in CMYK mode and TIFF format. No RGB, LAB, PMS colours or embedded colour profiles (such as ICC profiles).

PRODUCTION NOTES Half-, quarter-, two-thirds-, one-third- or one-sixth-page ads DO NOT require bleed. Safe zone – all live elements must be at least 0.25" from trim on all sides. Registration marks and colour bars are NOT necessary. Perfect alignment of text or design across the gutter of two facing pages cannot be guaranteed.

Files that are not sent in the above formats will incur set-up charges of \$95/hr.

MULTI-MEDIA ADVERTISING SPECS

FORMATS ACCEPTED For videos: .flv For audio: .mp3 (Videos need to be under 2 minutes playing time.)

DEADLINES & DISTRIBUTION

ISSUE	AD BOOKING/COVER FINAL	AD FINAL	ON STANDS
January	Thursday, December 1, 2016	Thursday, December 8, 2016	Thursday, December 22, 2016
February	Thursday, January 5	Thursday, January 12	Thursday, January 26
March	Thursday, February 2	Thursday, February 9	Thursday, February 23
April	Thursday, March 9	Thursday, March 16	Thursday, March 30
May	Thursday, April 6	Thursday, April 13	Thursday, April 27
June	Thursday, May 4	Thursday, May 11	Thursday, May 25
July	Thursday, June 8	Thursday, June 15	Thursday, June 29
August	Thursday, July 6	Thursday, July 13	Thursday, July 27
September	Thursday, August 10	Thursday, August 17	Thursday, August 31
October	Thursday, September 7	Thursday, September 14	Thursday, September 28
November	Thursday, October 5	Thursday, October 12	Thursday, October 26
December	Thursday, November 9	Thursday, November 16	Thursday, November 30
January 2018	Thursday, December 7	Thursday, December 14	Thursday, December 28



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