

MORE
Content!

MORE
Readers!

MORE
Value!

HOMES · DESIGN · DÉCOR

newhome living®

2018
MEDIA KIT





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

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.



ADVERTISING RATES

DISPLAY AD

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

15% guaranteed position surcharge.
Ask your representative for our high-volume rates.

COVERS

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

INCENTIVES

ADVERTISER INCENTIVE PROGRAMS

LOYALTY REWARD

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

NEW ADVERTISER

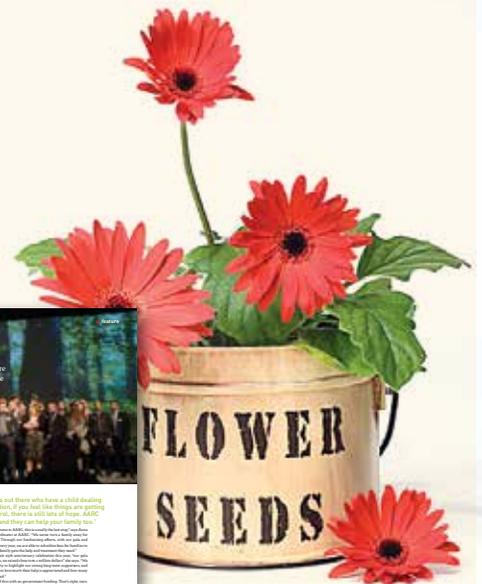
Buy 3 ads at the regular rate and receive a 4th ad **FREE** of charge.

DOUBLE-UP

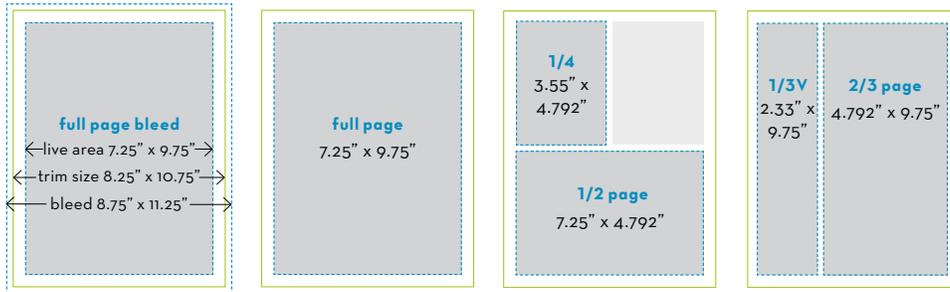
Purchase 12 consecutive ads at the 12x rate and get a second page for the duration of the contract for **HALF PRICE**.

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



MULTI-MEDIA ADVERTISING SPECS

FORMATS ACCEPTED For videos/slideshows: .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 2018	Thurs, December 7	Thurs, December 14	Thurs, December 28, 2017
February	Thurs, January 4	Thurs, January 11	Thurs, January 25
March	Thurs, February 1	Thurs, February 8	Thurs, February 22
April	Thurs, March 8	Thurs, March 15	Thurs, March 29
May	Thurs, April 5	Thurs, April 12	Thurs, April 26
June	Thurs, May 10	Thurs, May 17	Thurs, May 31
July	Thurs, June 7	Thurs, June 14	Thurs, June 28
August	Thurs, July 5	Thurs, July 12	Thurs, July 26
September	Thurs, August 9	Thurs, August 16	Thurs, August 30
October	Thurs, September 6	Thurs, September 13	Thurs, September 27
November	Thurs, October 4	Thurs, October 11	Thurs, October 25
December	Thurs, November 8	Thurs, November 15	Thurs, November 29
January 2019	Thurs, December 6	Thurs, December 13	Thurs, December 27, 2018

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.



UPLOAD all ad materials via
www.hightail.com/u/smgARTWORK



Email: advertising@sourcemediagroup.ca
Telephone: 403.532.3101 Facsimile: 403.532.3109 Toll Free: 1.888.932.3101
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