

ideal home

Twin Cities building and décor trends.

BUILD A RELATIONSHIP WITH FUTURE CUSTOMERS.

Serving as a wish book and idea starter for those building new homes, ideal home will help you reach your target audience.

▶ **PRODUCT OVERVIEW:**

Full-color, glossy magazine where consumers look for valuable information they can use throughout the home-owning experience, whether they're building, remodeling, updating or redecorating.

• **BUILDING:**

New construction and home improvement showcases, featuring "The Journal," with personal accounts of remodeling and home-building projects; and "Trend Features," with articles about new trends such as communities, amenities and home design

• **YOUR STYLE:**

Guides readers through home project options with hot trends and tips on décor and what's new in outdoor living with "Inside" and "Outside"

• **SHOPPING:**

A "Buyer's Guide" to what's hot and where to find it locally, and "Know How" to help consumers with their buying decisions

• **IN EVERY ISSUE:**

"Fix This!" features advice on how to deal with common household problems and "Life's Lessons Learned" takes readers through a humorous account of a home owner's personal experience



PUBLISHED EVERY QUARTER.

**MASS
TARGETED
NICHE
SOLUTIONS**

DISTRIBUTION

- 50,000 magazines per issue distributed on racks throughout the Twin Cities metro
- Racks strategically located in high-traffic locations and home improvement centers like Home Depot
- Entire magazine available by link at startribune.com/homes



PUBLICATION DATES AND DEADLINES

PUBLICATION DATE	SPACE RESERVATION	MATERIALS DUE	PROOF TO ADVERTISER	DIGITAL ADS (NO PROOF)	FINAL / CHANGES
Jan. 27	Dec. 18	Dec. 20	Dec. 26	Dec. 27	Dec. 29
April 21	March 14	March 16	March 21	March 22	March 26
July 21	June 12	June 14	June 19	June 20	June 22
Oct. 13	Sept. 4	Sept. 6	Sept. 11	Sept. 12	Sept. 14

AD SIZES/RATES

Rates include 4 color and online appearance for 30 days.

UNIT	IN. WIDE	IN. DEEP	1X	2X OR 3X	4X
Full page <i>(bleed or no bleed)</i>	7"	10"	\$2,395	\$2,275	\$1,916
1/2 Horizontal	7"	4.875"	\$1,245	\$1,183	\$996
1/2 Vertical	4.625"	7.25"	\$1,245	\$1,183	\$996
1/3 Square	4.625"	4.875"	\$945	\$898	\$756
1/3 Vertical	2.25"	10"	\$945	\$898	\$756

PREMIUM POSITIONS

UNIT	1X	2X OR 3X	4X
Inside Front Cover <i>(with page 3)</i>	\$5,185	\$4,945	\$4,227
Center Spread	\$5,185	\$4,945	\$4,227
Back Cover	\$2,590	\$2,470	\$2,111
Inside Back Cover	\$2,520	\$2,400	\$2,041

BLEED SPECIFICATIONS

• FULL PAGE

- trim size: 8" x 10.875"
- w/bleed: 8.375" x 11.125"

• TWO-PAGE SPREAD

- trim size: 16" x 10.875"
- w/bleed: 16.625" x 11.25"

Allow .1875" bleed. Live area should be kept .3125" from trim of magazine (7.375" x 10.25")

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TO INCLUDE *IDEAL HOME* IN YOUR MARKETING MIX,
CALL YOUR STAR TRIBUNE REPRESENTATIVE OR **612-673-7357**.

StarTribune
MINNEAPOLIS • ST. PAUL