



Home™

PRODUCED BY FEATURED MEDIA™

buffalo + rochester

2023 MEDIA KIT

MISSION

Helping our neighborhoods thrive:
we highlight local artisans and inspire
the transformation of the places
we live to the spaces we love. *Home.*

WE'RE PROUD TO HAVE WORKED WITH

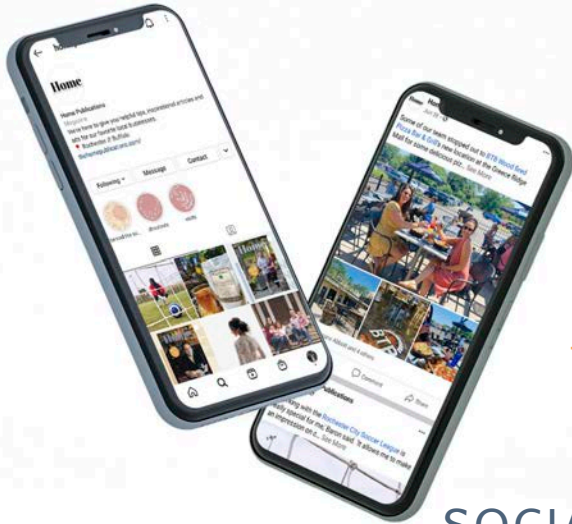


"We at DL Home & Garden have had a great experience advertising in HOME magazine. Working with the staff on photoshoots and interviews made it an easy pleasure. We have also seen an increase in business and look forward to continuing to grow our business relationship."

- Bob Breissing & Brian Coutu, Owners at DL Home + Garden



ENGAGING ACROSS ALL PLATFORMS



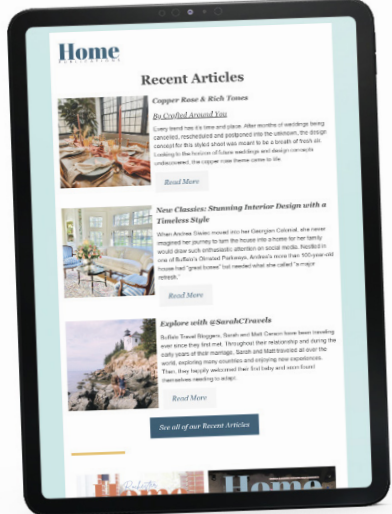
SOCIAL MEDIA

Instagram • Facebook • LinkedIn



MAGAZINES

Over 20,000 direct mailed to affluent homes, pickups at local businesses and thousands of impressions online 6x per year.

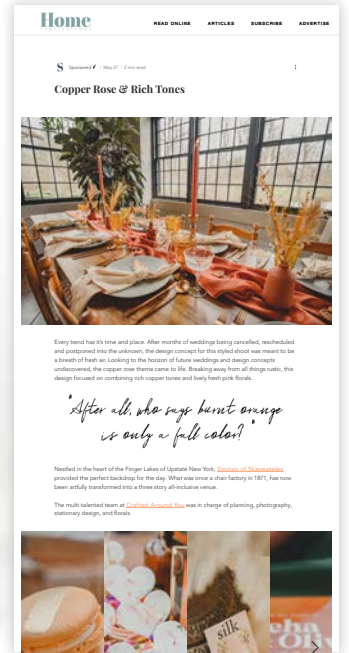
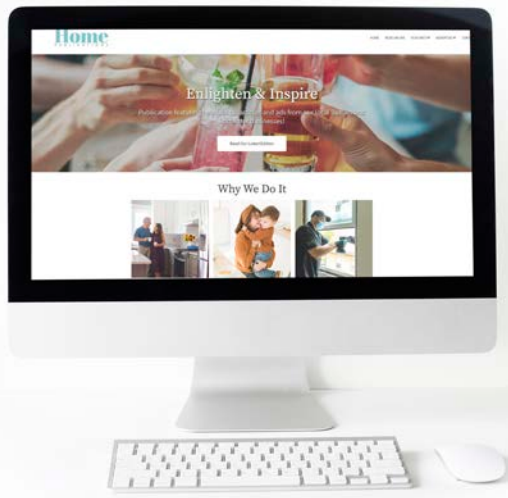


NEWSLETTER

Sent out to our opted-in subscribers with editorial and sponsored content

WEBSITE

Digital versions of past editions and featured articles.



OUR AUDIENCE

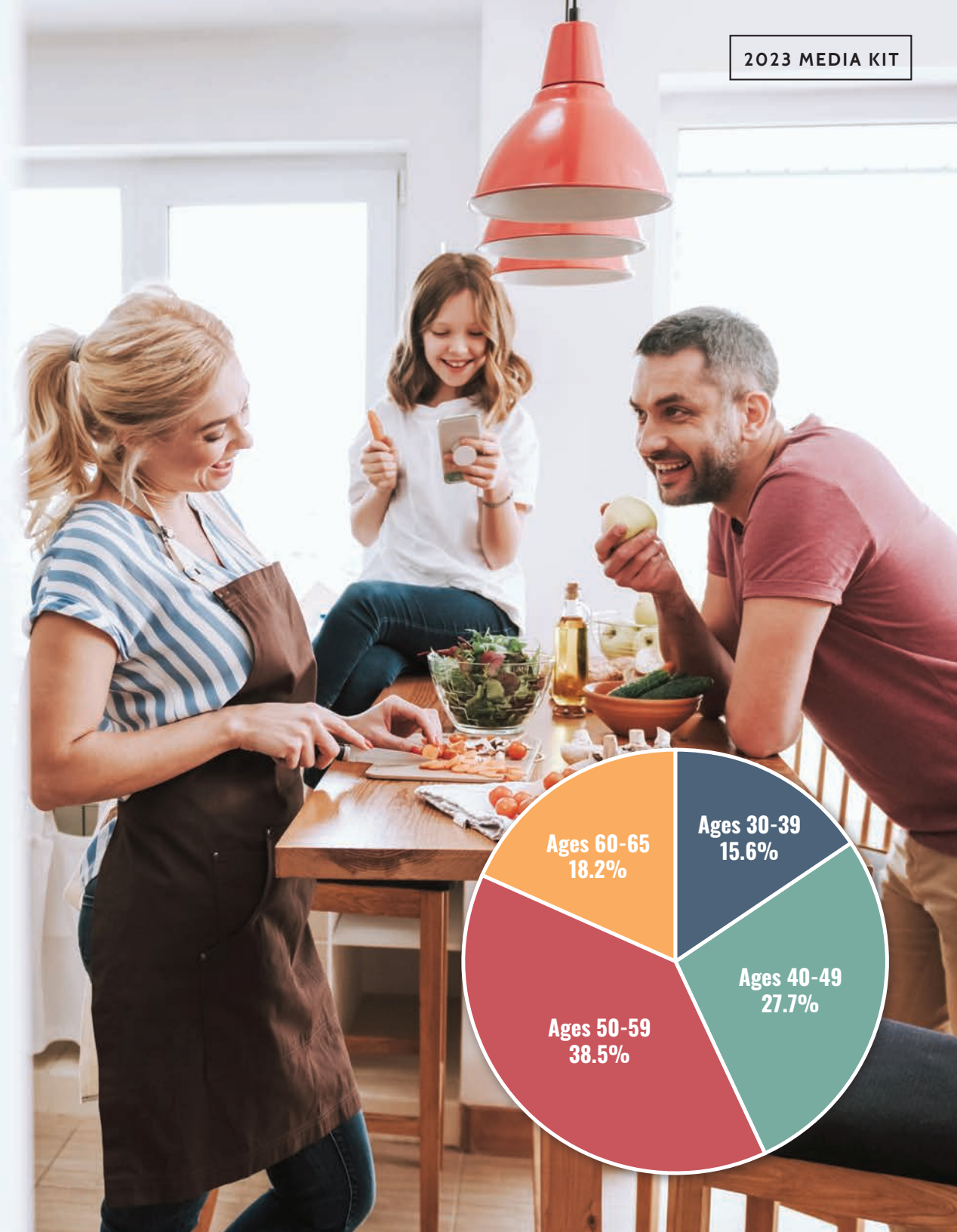
The HOME Magazine reader is a well-educated, affluent, community conscious homeowner looking for inspiration to elevate their home, family, and palette.

DIRECT MAILED TO HOMES
WITH HOUSEHOLD
INCOME \$175K +

76% of our readers are
MARRIED

91% of our readers
HAVE CHILDREN

80% of our readers
ARE WOMEN



Rochester DISTRIBUTION

Our circulation for each issue reaches over 20,000+ readers!

Direct mailed to affluent homes, pickups at local businesses and thousands of impressions online.

- PITTSFORD
- FAIRPORT
- WEBSTER
- BRIGHTON
- SPENCERPORT
- HILTON
- VICTOR
- MENDON
- PENFIELD



Buffalo DISTRIBUTION

Our circulation for each issue reaches over 20,000+ readers!

Direct mailed to affluent homes, pickups at local businesses and thousands of impressions online.

- AMHERST
- CLARENCE
- CLARENCE CENTER
- EAST AMHERST
- EAST AURORA
- GETZVILLE
- HAMBURG
- NORTH TONAWANDA
- ORCHARD PARK
- SANBORN
- TONAWANDA
- WILLIAMSVILLE



HOME MAGAZINE
REACHES THE MOST
AFFLUENT CONSUMERS
IN THE MARKET.



Hello Sunshine!
Intentional, sustainable living products created to refresh, renew & protect your skin!
CRUELTY-FREE | PLANT-BASED | PARABEN-FREE
"crafted in small batches with no funky junk."



BUFFALO GAL
organic skincare + beauty

5655 Main St #3, Williamsville 716.458.3688 www.buffalogalskincare.com

Beautiful Homes Begin with Beautiful Flooring.



We offer a wide selection in our expansive showroom. Stop by & let us show you all of our wonderful choices in flooring and window blinds. Whether you're looking for hardwoods, luxury vinyl tile, ceramic, or carpet, we have it all in thousands of options from today's top manufacturers!

CHRISTIE CARPETS

4414 Dewey Avenue, Rochester, NY 14616 (At Latta Road)
585-663-5030 | WWW.CHRISTIECARPETS.COM
HOURS: MON., WED AND FRI. 9-5; TUES. & THURS. 9-8; SAT. 10-4

Design Team



Sarah + Kara

ON THE COVER



A GETAWAY DESTINATION to celebrate



Farmers Creekside Tavern & Inn of LeRoy, less than an hour from Buffalo and only 30 minutes from Rochester, is the perfect getaway for any occasion, from a fantastic evening out to an unforgettable overnight stay. We're offering the pandemic and experiencing a shift in management, Creekside has re-emerged as Western New York's contemporary fine dining destination. With a gorgeous patio overlooking the falls on Oatka Creek, live music in warm weather and dining igloos in the winter, Creekside offers exceptional experiences year-round.

Moving beyond more restrictive fine dining, Creekside has embraced the entire culinary experience and a more family-friendly atmosphere, including brunch, rolls, pastas, pastries, and hand-cut French fries. Owner Sarah Farmer credits Creekside's popular menu to both talented head chef Rob Derin and the entire Creekside team. "We have an amazing team here - a truly collaborative environment. Everyone has a voice and believes in what we are doing. We do everything together from, overcoming challenges to naming new cocktails!"



Creekside is Growing!

With a vision of becoming an all-inclusive venue for weddings, anniversaries, and other occasions, owner Sarah Farmer, who continues to be active in real estate development, is continuing to invest in LeRoy's Main Street community. Having purchased the LeRoy National Bank building, Farmer is reinventing the structure as an event space and ballroom. The space will feature five suites for overnight guests, instantly doubling Creekside's occupancy.

Whether guests are looking for an overnight or staying in town for the weekend, Creekside's Inn offers five beautiful, meticulously clean suites. Its exquisite honeymoon suite overlooks the falls. All include high-end amenities such as luxurious bedding, comfortable robes, heated floors, and a farm to table, homemade continental breakfast. Sliced fruit, cold brewed coffee, fresh squeezed juice, homemade granola, yogurt parfaits, and breakfast pastries are delivered directly to each room!

Guests are drawn to stay at the Creekside Tavern & Inn for a variety of reasons, from local festivals to precious memories. Oatka Fest continues to draw many visitors to LeRoy. This year, Kettle & Friends will be playing at Creekside on Saturday from 12:30-4:00pm, and all are invited to stop in and enjoy drinks and delicious dishes next to the falls.

Still, one of the privileges that Farmer enjoys best of all is when guests return to celebrate their memories at Creekside. "Our building is 200 years old. Many personal memories are attached to it. We had a woman who got engaged here before it was even Creekside return with her husband to celebrate their 20th wedding anniversary here. We truly care about these experiences."

Farmers sees uses for her new building beyond Creekside events. "I envision this as an event space for the community, whether that be for a concert, a student art gallery, or bookery. Community involvement is very important to us!"




FARMERS CREEKSIDE TAVERN & INN

Located on the Banks of the Oatka Creek in LeRoy, NY
- 3 miles off I-190 Exit 47 & 490, Exit 1 -
OPEN THURSDAY THROUGH SUNDAY

ONE MAIN STREET, LEROY // 585-768.6007 // FARMERSCREEKSIDE.COM

"Creativity is intelligence having fun."
- Albert Einstein

We love helping local businesses reach their full potential!

Creative, friendly award-winning team, dedicated to producing ideas that work for our clients. Whether it be a print magazine ad, social media boost, or editorial feature, we're here for you!

YOUR DESIGN FEE IS COMPLIMENTARY WHEN ADVERTISING WITH US!

2023 PLANNING CALENDAR



WINTER 2023

SHOW THE LOVE | VALENTINE'S DAY
A FRESH START | HEALTH, BEAUTY & WELLNESS

...

Creative Due/Final Ad Approval
Extended Deadline: December 30th, 2022



MARCH//APRIL

SUSTAINABLE LIVING | UPSCALE CONSIGNMENT
OH HAPPY DAY | WEDDING + CELEBRATIONS

...

Creative Due/Final Ad Approval: February 20th



MAY//JUNE

GARDEN + BLOOMS
ROAD TRIPS, STAYCATIONS & DESTINATIONS

...

Creative Due/Final Ad Approval: April 17th



JULY//AUGUST

TAIL-WAGGING SUMMER | PETS
SIP + DINE

...

Creative Due/Final Ad Approval: June 19th



SEPTEMBER//OCTOBER

HEY GIRL! WOMEN-RUN BUSINESSES
AUTUMN BLISS

...

Creative Due/Final Ad Approval: August 21st



NOVEMBER//DECEMBER

HOLIDAY GIFT GUIDE
HOME FOR THE HOLIDAYS

...

Creative Due/Final Ad Approval: October 23rd

PRINT ADVERTISING RATES

HOME MAGAZINE

All prices are per edition.

Ad Size	1x	6x
Two-Page Spread	\$1,799	\$1,199
Full-Page	\$999	\$799
Half-Horizontal/Vertical	\$599	\$499

what a deal!

PREMIUM POSITIONS

Inside Front Spread • Inside Back Spread • Centerspread

Add 10% to ad cost

BACK COVER \$999

FRONT COVER \$3,450

- Cover Photoshoot

Online gallery, high resolution photos with copyrights released

** Front cover photo will be focused around theme/season. Only one cover per calendar year can be sold for the same business.*

- Inside Two-Page Business Spotlight Spread

Our content writer combined with our creative team will elevate your business in this beautifully handcrafted piece!

- Full Page Ad

Show off your business in this full page colorful ad!

- Featured in our Newsletter and Social Media

STRENGTH OF PRINT

Readers said magazines:

- are a way to learn about new products
- inspire to buy and try new things
- include content that is deeply engaging

**prices subject to change.*

MAGAZINE ADVERTISING DIMENSION SPECS



2-Page Spread with 0.125" Bleed:

17 x 11.125

*All live text must be
0.25" from trim*

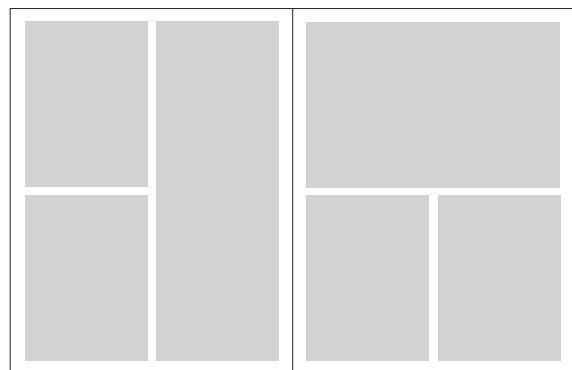


Full Page with 0.125" Bleed:

8.5 x 11.125

*All live text must be
0.25" from trim*

Full Page Without Bleed: 7.667 x 10.15



1/2 Page Landscape:

7.667 x 5

1/2 Page Portrait:

3.75 x 10.15

MECHANICAL SPECIFICATIONS

Our staff utilizes Adobe Creative Suite 2023. The layout file that is acceptable is Acrobat (*.pdf). Note that changes cannot be made to those files once received. Non-working files must have all text converted to outlines or fonts embedded, and all images embedded.

FILE SETUP

Set document dimensions to the correct size of the ad. It is not necessary to include printer marks such as crop, bleed and registration marks or page information.

Magazine Trim size: 8.375 x 10.857

Bleed Dimensions: 8.5 x 11.125

All live text must be 0.5" from trim

All images must be at least 300 dpi.

MECHANICAL SPECIFICATIONS

All colors appearing in your ad must be built from process colors CMYK. Advertisements are accepted with the understanding that Featured Media™ will make reasonable efforts to match color specifications. However, it does not guarantee color reproduction to be exact and will not rebate or adjust. We will not be responsible for print quality of any advertising not created by Featured Media™ personnel.

RICH BLACK CMYK MAKE-UP

C: 40 M: 40 Y: 40 K: 100

COLOR PROFILE

North America Prepress 2

Working CMYK - U.S. Web Coated (SWOP) v2

PRODUCTION & DESIGN FEES

All advertisers are given the option of a **complimentary** proof by the Home magazine design team. Proofs beyond the third revision are **\$50 each**.

Packaged files for use outside of Home magazine are **\$150**.



— *Let us help you* —

REACH YOUR CUSTOMERS

PRINTING

Business Cards
Newsletters
Invitations
Flyers + Signs

PROMOTIONAL

Mugs & Cups
Custom Apparel
Banners
Yard Signs

DIGITAL

Websites + E-Commerce
Programmatic Advertising
Email Marketing
Social Media Ads



DIGITAL ADVERTISING

- PROGRAMMATIC ADS

Reach your target audience across the web and on mobile where they are, however they want to engage.

Packages starting at \$75+.

All campaigns run a minimum of 13 weeks.

- SOCIAL MEDIA PACKAGES (FB + INSTA)

Drive real business outcomes like brand awareness and website traffic with our social media packages.

Starting at \$65/week with impression goals of 30,000+. All campaigns run a minimum of 13 weeks.

- A LA CARTE

Share Your Story! Personalized Blog Post: \$125

Includes an article created personally for you by our content writer with up to 10 photos.

**Photos provided by customer unless photoshoot is purchased.*

Boosted Social Media Post: \$55

Using the content from your ad, we create FB & IG ads in your area reaching 100s to 1,000s more people!

Contact us for a full list of our digital advertising solutions

VIDEOGRAPHY & PHOTOGRAPHY SERVICES

for advertisers

Contact us for a customized photography
or videography package!

SIGNATURE HEADSHOTS

*Great for upgrading your social profiles and
having a few images for your website or print ad.*

Up to 30 Minutes

5+ Final Retouched Photos

Personalized Online Gallery

Full Commercial License

One Location of Your Choice

COMMERCIAL PHOTOGRAPHY

*Best for businesses who need high quality
professional photographs of their
company, products and/or team.*

Retouched Photos

Personalized Online Gallery

Full Commercial License

Choice of Location

VIDEOGRAPHY SERVICES

*Perfect for producing quality video content
for your digital advertising campaign. Use on
social media and streaming services, embed
on your website, or share directly with
your customers. Let our team create
something unique to your company!*

* Hair and makeup styling recommendations upon request.

*We can't wait
to meet you!*

- THE HOME TEAM

Home™

PRODUCED BY FEATURED MEDIA™

THEHOMEPUBLICATIONS.COM

585.226.5888

SALES@FEATUREDMEDIA.COM

