

# at Home

Everyday homes & gardens of the tristate area of NH, VT & MA

Ideas for Your Home: Design • Garden • Art • Green Living • Cooking • Historic Homes • Renovation & More!



## Media Kit

**Reserve Your Advertising Space Today!**

**Email us at [sales@atHOMENewengland.com](mailto:sales@atHOMENewengland.com)**



atHome Magazine  
Backporch Publishing, LLC  
16 Russell Street  
Keene, New Hampshire 03431

[www.atHOMENewengland.com](http://www.atHOMENewengland.com)  
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603-369-2525

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## Join Us atHOME!

### 1. Great readership and shelf life.

atHOME magazine is seasonal (holiday, spring, summer and fall) and free. It is distributed widely throughout the Monadnock, southern Vermont and the upper Pioneer Valley regions and redistributed throughout the season. atHOME is designed to be kept and referenced during the entire season.

### 2. Market saturation.

Your ad will reach 15,000+ readers in 50+ towns each quarter. atHOME is published four times a year and distributed the first two weeks of September (fall issue), November (holiday issue), March (spring issue) and June (summer issue).

### 3. You'll get more than an ad!

All display advertisers get a FREE listing in the atHOME "Buyers Guide" (a \$75 value). You'll also get online exposure of your ad in atHOME's online flipbook.

### 4. Rates are affordable!

Ads start at \$135 per insertion for 1/8 page. (Note: CPM, or cost to reach 1,000 people, is an incredible \$7 for a 1/8 page ad!). And you can take advantage of our loyalty discount: **BUY FOUR CONSECUTIVE ADS and get the 5th one for FREE!**

### 5. We are local!

atHOME magazine's publisher, Marcia Passos-Duffy, owner of Keene-based Backporch Publishing LLC, is the founder/editor of the award-winning *Small Business Journal* (now *The Business Journal*); and the co-founder and editor of the award-winning *Monadnock Table* magazine; she has lived in the region for more than 20 years.

## atHOME Circulation/distribution at a glance:

- 30,000 copies distributed to 100+ locations throughout the Monadnock and Southern Vermont Regions each year (7,500 each season = 15,000 readers each season). Distribution points include supermarkets, home and garden centers, shopping centers & more.
- atHOME magazine is designed to be kept and referenced for the entire season (three months).
- Redistribution guarantees that atHOME is continuously on the market, getting into the hands of new readers!
- atHome's CPM (cost to reach 1,000 people) is a low \$7 for 1/8 page ad. (\$13.33 for 1/4 page, \$26.66 for 1/2 page and \$50 for a full page.)



For more information visit [www.atHOMENewEngland.com](http://www.atHOMENewEngland.com) or email [sales@atHOMENewEngland.com](mailto:sales@atHOMENewEngland.com)

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## Advertising Prices, Dimensions & File Specifications

All ads are full color, no extra charge. One Buyers Guide listing (\$75 value) is FREE with the purchase of any display ad.

PRICES		
Ad size	Price per insertion	Buy 4 issues and get the 5th insertion for FREE!
1/8 page	\$135	\$540 + 5th ad free
1/4 page	\$235	\$940 + 5th ad free
1/2 page	\$435	\$1740 + 5th ad free
Full page	\$835	\$3340 + 5th ad free
Full page back cover	\$1000	\$4000 + 5th ad free
Two page spread	\$1600	\$6400 + 5th ad free
Buyers Guide listing for ONE YEAR	\$75 or FREE with purchase of <b>one</b> display ad	\$300 + 5th listing free
<b>AD DESIGN</b>		
If you do not have an ad, we can design one for you. There may be an hourly charge for the design depending on complexity. Please contact Marcia Passos Duffy for more information at <a href="mailto:marcia@atHOMEnewengland.com">marcia@atHOMEnewengland.com</a>		

AD REQUIREMENTS
<b>DEADLINES</b>
<b>Spring: Feb 15</b>
<b>Summer: May 15</b>
<b>Fall: Aug. 15</b>
<b>Winter: Nov. 7</b>
<b>AD FILE REQUIREMENTS</b>
<ul style="list-style-type: none"> <li>• Adobe PDF, Tif or Jpeg</li> <li>• 300 DPI (dots per inch) at final print size</li> <li>• CMYK Color, Embedded Fonts</li> </ul>
<b>SUBMISSION METHODS</b>
<ul style="list-style-type: none"> <li>• Email to <a href="mailto:marcia@atHOMEnewengland.com">marcia@atHOMEnewengland.com</a></li> </ul>

FULL PAGE AD  
8.5 x 11

(add .25 inch all around for bleed.)

For TWO PAGE SPREAD  
17 x 11 plus .25 inch for bleed.

QUARTER PAGE  
(horizontal)  
7.28 x 2.25

HALF PAGE AD  
(horizontal)  
7.28 x 4.75

EIGHTH PAGE AD  
3.5 x 2.25

HALF PAGE  
(vertical)  
3.5 x 9.7567

QUARTER PAGE AD  
(Vertical)  
3.5 x 4.75