

DESIGNNY

HOME & DESIGN RESOURCE GUIDE

BUFFALO, ROCHESTER, SYRACUSE & THE FINGER LAKES REGION

designnymagazine.com



OUR MISSION

At DESIGNNY, our goal is to be the primary and most significant resource linking the providers of high quality products and services with the end user for residential and commercial design. We are your continuous contact throughout Western and Central New York State and beyond. We enhance the success of our business partners by promoting their company through print and ongoing social media marketing.

TOTAL ANNUAL CIRCULATION

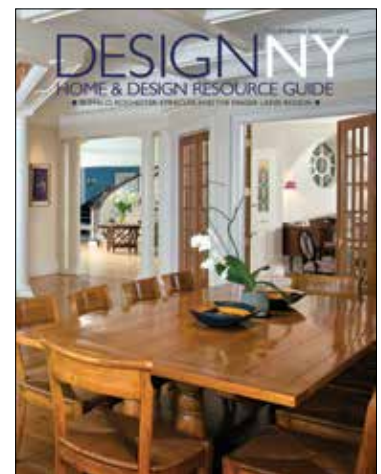
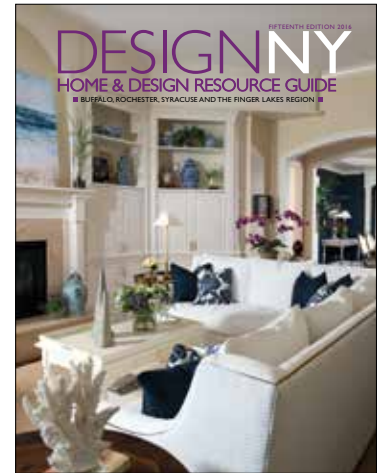
• 35,000

TARGETED DISTRIBUTION INCLUDES:

- **DONATIONS TO CHARITY PATRONS/SPECIAL EVENTS:** To high-ticket/high-profile events such as Buffalo Home & Garden Show, Horizons Home Show, Rochester Home & Garden Show, Junior League Show House, over 20 Black Tie Charity Events, Plantasia.
- **PARTNER DISTRIBUTION:** To current advertisers and their clients.
- **BOOKSTORES & NEWSSTANDS:** In locations such as Barnes & Noble, Wegmans, Tops Markets, select retail outlets.
- **MAILING:** To private mailing lists, affluent homeowners, subscribers, interior designers, architects, builders.
- **OTHER COMPLIMENTARY COPIES:** To salons, health clubs, professional office buildings, country clubs.

OUR AUDIENCE

- Between ages 25 to 64
- Professionals such as architects, builders and interior designers
- Homeowners who have purchased products or services from ads seen in DESIGNNY
- Own at least 2 vehicles
- Incomes in excess of \$100,000
- Keep the magazine for more than 1 year
- College or postgraduate education





WEBSITE

Additional opportunity to post advertorials and ads on designnymagazine.com, increasing your company's web search exposure.

www.designnymagazine.com



Our website, rich in content from our current issue, has been developed to support the printed magazine.

Companies have the opportunity to secure web advertising in two prominent spaces.



HOME PAGE

TOWER TOPPER: (285px x 310px)* \$600 (6 months)

FEATURES PAGE

TOWER TOPPER: (285px x 240px)* \$400 (6 months)

*Sizes subject to change

ONLINE "INSIDER'S LOOK"

Companies interested in expanding their visibility on our website have the opportunity to purchase a company profile, "Insider's Look", to highlight their business. The "Insider's Look" includes approximately 300 words, up to three photos, your company logo, contact information and a hot-link to your website.

"INSIDER'S LOOK" – ONE YEAR \$ 1,200

DESIGN DIRECTORY ONLY – ONE YEAR \$ 500

Your company name, contact information and a hot-link to your website.



SOCIAL MEDIA INVOLVEMENT

- facebook@DESIGNNY
- twitter.com/DesignNYMag
- linkedin.com/company/209976
- pinterest.com/designnymag/





ADVERTISING RATES

FOUR COLOR AD SIZE RATES

Full Page	\$3,995.00
½ Horizontal	\$2,990.00
¼ Page*	\$1,990.00
2/3 Page	\$3,330.00
1/3 Vertical*	\$2,330.00
1/3 Square*	\$2,330.00
2 Page Spread	\$7,190.00

COVER RATES

Inside Front Cover	\$5,990.00
Front Page (Page 1)	\$4,990.00
Inside Back Cover	\$5,990.00
Outside Back Cover	\$7,990.00

*Guaranteed positions sold subject to availability on ads
½-page or larger — 15% premium

DESIGN/EDIT SERVICE	PRODUCTION RATES
Hourly Rate	\$75.00 / hour
Color Retouching	\$85.00 / hour

Minimum \$35 fee for any content changes after first round of proofs are presented. Additional charges will apply for files submitted after due date on contract and for any copy changes to ad after first round of proofs. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, with written permission from the Publisher. Photographs produced and contained in DESIGNNY are sole property of DESIGNNY. For information on purchasing the use of photography, please call the Editor at 716.667.1659 or e-mail susan@designnymagazine.com.

ADVERTISING DEADLINE

Ad files must be submitted by January 27, 2017.

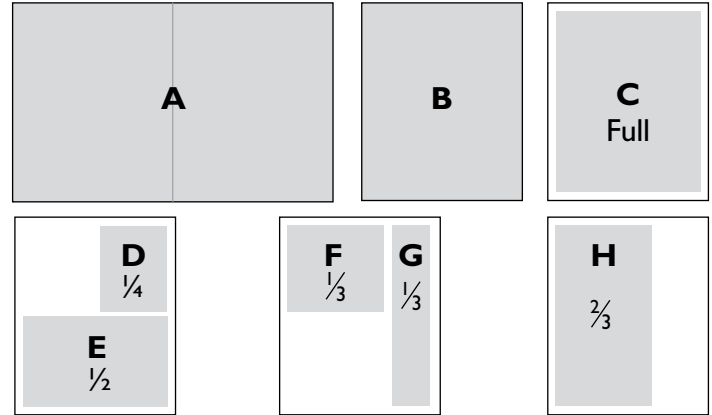
**FOR MORE INFORMATION,
PLEASE CONTACT:**

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ADVERTISING INFORMATION

Trim Size of Magazine: 8.25" w x 10.75" h



Trim Size (w x h)

Ad Size (w x h)

A. Bleed Spread*	16.5" w x 10.75" h 16.75" w x 11" h (with bleed) *Keep .5 gutter allowance
B. Bleed Full Page	8.25" w x 10.75" h 8.5" w x 11" h (with bleed)
C. Full Page	7.5" w x 10" h
D. 1/4 Page	3.75" w x 5" h
E. 1/2 Page	7.75" w x 5" h
F. 1/3 Page Square	4.875" w x 5" h
G. 1/3 Page Vertical	2.625" w x 10.25" h
H. 2/3 Page Vertical	4.75" w x 10.25" h

Specifications

- Please NO SPOT(PMS) or RGB Colors convert to CMYK (four-color process).
- Images must be CMYK OR Grayscale only - TIFF OR EPS at least 300 dpi, for optimal reproduction
- Do not use TrueType fonts.
- Photoshop Jpegs/TIFFs - file built to actual size, @ 300 dpi, convert to cmyk
- Hi Res PDFs - Use PDF-X1a files (with fonts (screen and printer) embedded)

Avoiding Additional Delays: Files obtained from the internet (.jpg or .gif) or artwork created in MS Office applications (Word, Excel, PowerPoint, etc.) are not suitable for high quality output and cannot be used.