

DESIGNNY

HOME & DESIGN RESOURCE GUIDE



Serving Buffalo, Rochester, Syracuse and the Finger Lakes Region

Welcome to DESIGNNY, a resource guide featuring fine residential and commercial design, furnishings, products and services.

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 enhance the success of our business partners by promoting their companies through print and ongoing social media marketing.

Total Annual Circulation – 35,000

Targeted Distribution Includes:

- **Charitable Events/Special Events:** To patrons of high-ticket/high-profile events including over 20 Charitable Events, the Buffalo Home Show, Regional Builder Home Shows, the Rochester Home & Garden Show, the Junior League Show House, and more
- **Partner Distribution:** To current advertisers and their clients
- **Bookstores, Newsstands and select retail outlets:** Including Western and Central New York locations of Barnes & Noble, Wegmans, and Tops Markets
- **Mailing:** To subscribers, interior designers, architects, builders, and businesses
- **Other Complimentary Copies:** To country clubs, salons, spas, health clubs, and professional office buildings

Our Audience

- Professionals such as architects, builders, developers, interior designers, and facilities managers
- Homeowners renovating or buying a new home
- Households with annual incomes in excess of \$100,000
- Readers who keep the magazine for more than one year



Advertising Rates - 4 Color

Full Page	\$3,995.00
1/2 Page Horizontal	\$2,990.00
1/4 Page	\$1,990.00
2/3 Page Vertical	\$3,330.00
1/3 Page Vertical	\$2,330.00
1/3 Page	\$2,330.00
1/6 Page	\$1,550.00
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

Design/Edit Service Production Rates

Graphic Design	\$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, without 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.

For more information, please contact:

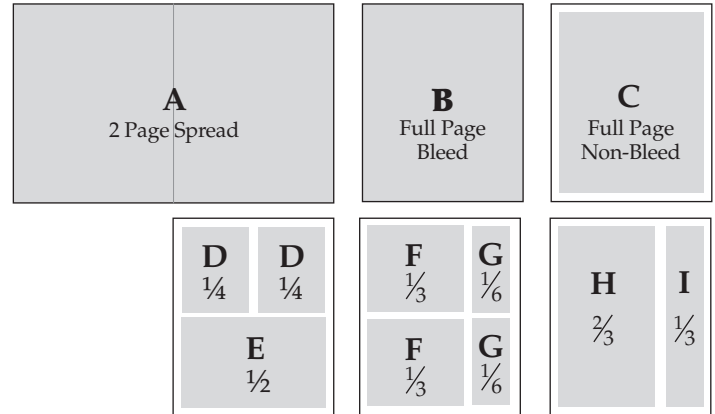
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Advertising Sizes

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



Ad Size

Ad Size (w x h)

A. 2 Page Spread* 16.5" w x 10.75" h
 16.75" w x 11" h (with bleed)
 *Keep .5" gutter allowance

B. Full Page wth Bleed 8.25" w x 10.75" h
 8.5" w x 11" h (with bleed)

C. Full Page Non-Bleed 7.25" w x 10" h

D. 1/4 Page 3.5" w x 4.875" h

E. 1/2 Page Horizontal 7.25" w x 4.875" h

F. 1/3 Page 4.625" w x 4.875" h

G. 1/6 Page 2.375" w x 4.875" h

H. 2/3 Page Vertical 4.625" w x 10" h

I. 1/3 Page Vertical 2.425" w x 10" h

Specifications

- Please **NO SPOT** (PMS) or RGB Colors convert to **CMYK** (four-color process).
- Images must be **CMYK OR Grayscale** only - **TIFF OR JPEG** 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)

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.

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

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

Features Page

Ad: (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/
- instagram.com/designnymagazine

