

HOMEFRONT™

The art of living

Only HOMEFRONT™ offers discriminating purchasers a unique source for the very best in design, lifestyle, spa, travel and celebrity interviews.

- **PUBLISHED:** Spring, Summer, Fall and Winter
- 157,500+ readers per issue
- Hand-delivered to select homes and showrooms
- Custom mailing to interior designers and architects
- Available on newsstands and through exclusive partnerships
- High retention with affluent audience —a coffee-table reference piece
- Exclusive editorial features

AD RATES	TWO INSERTIONS	FOUR INSERTIONS	
Full-page colour	\$4,350	\$4,100	
1/2-page colour	\$2,975	\$2,850	
1/4-page colour	\$1,800	\$1,680	
Double-page spread	\$6,900	\$6,700	
PREMIUM POSITIONS	Outside Back Cover	\$6,000	\$5,700
	Inside Front Cover	\$5,200	\$4,950
	Inside Back Cover	\$4,800	\$4,550
	Facing contents page	\$4,600	\$4,400
INSERTS & OUTSERTS			
Polybag Outserts*	\$135 / 1000		
Magazine Inserts*	\$110 / 1000		
*PLUS one page of advertising. Inserts and Outserts may be subject to mechanical and weight surcharges.			

WEBSITE BANNER	
HOME PAGE	\$225/1 month \$605/3 months \$1,115/6 months

OPTIONS AVAILABLE	
CUSTOM COVER	\$7,850
Includes full-page advertisement and 500 customized copies of HOMEFRONT.	
E-MAILING WITH HOMEFRONT	\$1,800
Permission-based, qualified e-list mailing to 15,000 interior designers, architects and decorators. <i>Creative design services are available.</i>	
PROMOTIONAL PROGRAMS	Custom programs to meet targeted marketing objectives.

MECHANICAL SPECIFICATIONS:

FULL PAGE	
Live area	8 1/4" x 11"
Trim size	9" x 11 3/4"
Bleed size	9 1/4" x 12"
1/2 PAGE	
	9" x 5 3/4"
1/4 PAGE	
	4 3/8" x 5 3/4"
Design Showcase (no bleed)	4" x 5"

TECHNICAL REQUIREMENTS:

PRESS READY PDF with bleeds and trim marks preferred. Please include a colour proof of the advertisement, or a pdf of the electronic file. Send FTP ad files to <http://bit.ly/1xO8ESI>.

For full page, half page and quarter page ads allow 5/8" safety area from trim and 1/8" bleed on all sides.

PLEASE NOTE: A \$50 digital download fee will be applied for verification and quality control.

ADVERTISING CLOSING DATES:

ISSUE	SPACE	MATERIAL	RELEASE
Spring 2016	February 19	February 24	March 8
Summer 2016	May 13	May 20	June 23
Fall 2016	August 19	August 26	September 6
Winter 2016/17	November 18	November 24	December 30

Circulation audited by:
Canadian Circulation
Audit Board



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EXCLUSIVE, CONTROLLED AND AUDITED DISTRIBUTION

Our controlled, custom distribution system delivers HOMEFRONT magazine to 31,400 of Canada's most affluent homeowners. Powerful opinion leaders and socially well connected, they read HOMEFRONT to discover the best, the unique and the timeless in Canada and around the world.

HOMEFRONT copies distributed	
Bayview Village	1,460
Hogg's Hollow / Teddington Park / Bedford Park	2,650
Bayview & York Mills	1,400
Lawrence Park	1,150
Rosedale / Moore Park	2,470
Leaside	2,380
Forest Hill	1,820
Bloor	720
Baby Point	450
The Kingsway / St. George's	2,280
Oakville	2,240
Richmond Hill	2,100
Markham / Unionville	1,890
Cachet	1,650
Bookstores and magazine stands – Vancouver, Toronto	1,590
Design showrooms, Events	2,000
Special national mailing to: Interior designers, decorators, architects	1,150
Western edition, design showrooms – Vancouver, Calgary	2,000
Total number of HOMEFRONT copies distributed	31,400

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Contact Up Marketing at 416 850 8787 or info@up-marketing.com for further information