



## PRINT MAGAZINES

House & Home magazine **1,767M Readers** 12 x issues a year  
 Maison & Demeure magazine **228M Readers** 10 x issues a year

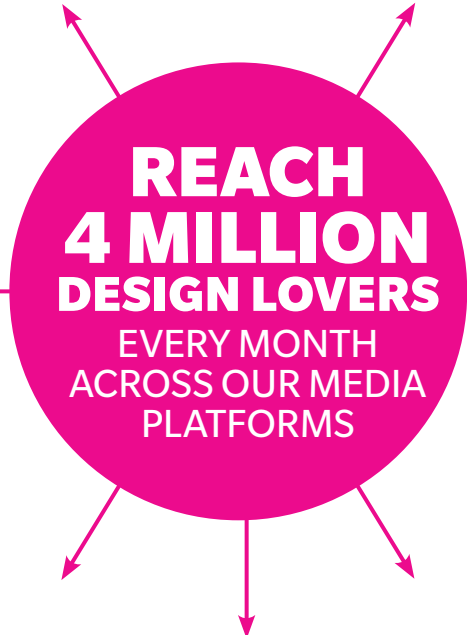
## SPECIAL PUBLICATIONS

**386M Readers** 2 x Bookazines and 1 x SIP issue a year



## WEBSITES

Houseandhome.com **351M Users**  
 Maisonetdemeure.com **55M Users**



**H&H TV VIDEO ALERT**  
 The Sky's The Limit For This Cool Loft Condo

## H&H TV

**158+ M Viewers 900+ Segments**  
 3 x videos per week, streaming on Houseandhome.com, YouTube and Samsung Smart TV



## DIGITAL ISSUES

Tablet and Smartphone **46M+ Users**  
 12 x H&H issues and 10 x M&D issues a year



## SOCIAL MEDIA

H&H **750M+ Followers**  
 M&D **10.3M+ Followers**



## E-NEWSLETTERS

H&H **62M** M&D **15M**  
 4 x week H&H and 1 x bi-weekly M&D



### FEBRUARY

#### Winter Style North & South

**Close** Nov. 30  
**Material** (Print) Dec 4.  
 (Digital) Dec.15  
**On-sale** Jan.11  
*Editorial Submissions* Nov.12

### MARCH

#### Kitchens

**Close** Jan.4  
**Material** (Print)Jan. 8  
 (Digital) Jan. 19  
**On-sale** Feb.8  
*Editorial Submissions* Dec.10

### APRIL

#### Makeovers

**Close** Feb. 1  
**Material** (Print) Feb. 5  
 (Digital) Feb. 16  
**On-sale** March. 7  
*Editorial Submissions* Jan. 5

### MAY

#### Spring Decorating + Indoor-Outdoor Living

**Close** Feb. 29  
**Material** (Print) Mar. 4  
 (Digital) Mar. 15  
**On-sale** Apr. 4  
*Editorial Submissions* Feb. 8

### JUNE

#### Bathrooms & Advice

**Close** Mar. 28  
**Material** (Print) Apr. 1  
 (Digital) Apr. 12  
**On-sale** May 2  
*Editorial Submissions* Mar. 4

### JULY

#### Summer Living

**Close** May 2  
**Material** (Print) May 6  
 (Digital) May 17  
**On-sale** June 6  
*Editorial Submissions* Apr. 4

### AUGUST

#### Cottages & Cabins

**Close** May 30  
**Material** (Print) June 3  
 (Digital) June 14  
**On-sale** July 4  
*Editorial Submissions* May 9

### SEPTEMBER

#### Small Spaces, Clever Storage

**Close** July 4  
**Material** (Print) July 8  
 (Digital) July 19  
**On-sale** Aug. 8  
*Editorial Submissions* June 6

### OCTOBER

#### Fall Decorating + Kitchens

**Close** Aug. 8  
**Material** (Print) Aug.12  
 (Digital) Aug. 23  
**On-sale** Sept.12  
*Editorial Submissions* July 11

### NOVEMBER **SPECIAL ISSUE**

#### 30th Anniversary – Celebrating 30 years!

**Close** Sept. 2  
**Material** (Print) Sept. 9  
 (Digital) Sept. 17  
**On-sale** Oct. 10  
*Editorial Submissions* Aug. 8

### DECEMBER

#### The Holiday Issue

**Close** Oct. 7  
**Material** (Print) Oct. 14  
 (Digital) Oct. 22  
**On-sale** Nov. 14  
*Editorial Submissions* Sept. 5

### JANUARY 2017

#### Trends 2017

**Close** Nov. 7  
**Material** (Print) Nov. 11  
 (Digital) Nov. 22  
**On-sale** Dec. 12  
*Editorial Submissions* Oct. 18

### SPRING BOOKAZINE

#### Decorating with White

**Close** Feb. 8  
**Material** (Print) Feb. 16  
 (Digital) tbc  
**On-sale** Mar. 21  
*Editorial Submissions* Jan. 17

### SUMMER SPECIAL ISSUE

#### Ask a Designer: Kitchens & Baths

**Close** Apr. 11  
**Material** (Print) Apr. 18  
 (Digital) tbc  
**On-sale** May 23  
*Editorial Submissions* Mar. 13

### FALL SPECIAL ISSUE

#### Kids' Rooms

**Close** July 11  
**Material** (Print) July 18  
 (Digital) tbc  
**On-sale** Aug. 22  
*Editorial Submissions* June 14



### EXTEND YOUR REACH.

National full-page advertisers in *House & Home* magazine will have their print ads extended to all our digital editions (iPhone®, iPad® and Tablet), distributed on iTunes, texture™ by Next Issue, Zinio, Nook, Google Play and Kobo. For additional digital edition opportunities and pricing, including links, interactivity and stand-alone ads, see our *House & Home* Digital Edition Rate Card.



NATIONAL	1x	3x	6x	9x	12x	15x
<b>Full Page</b>	\$22,564	\$22,373	\$22,090	\$21,792	\$21,484	\$21,024
<b>2/3 Page</b>	\$19,180	\$19,017	\$18,776	\$18,523	\$18,262	\$17,870
<b>1/2 Page</b>	\$15,795	\$15,661	\$15,463	\$15,254	\$15,039	\$14,717
<b>1/3 Page</b>	\$11,282	\$11,187	\$11,045	\$10,896	\$10,742	\$10,512
<b>DPS</b>	\$40,679	\$40,335	\$39,825	\$39,289	\$38,735	\$37,906
<b>OBC</b>	\$33,688	\$33,402	\$32,976	\$32,529	\$32,068	\$31,377
<b>IBC</b>	\$28,126	\$27,887	\$27,533	\$27,161	\$26,776	\$26,201
<b>IFC Spread</b>	\$52,915	\$52,466	\$51,800	\$51,100	\$50,377	\$49,295
<b>1/2 Spread</b>	\$25,949	\$25,729	\$25,403	\$25,061	\$24,707	\$24,177

ONTARIO	1x	3x	6x	9x	12x	15x
<b>Full Page</b>	\$17,798	\$17,645	\$17,419	\$17,180	\$16,934	\$16,566
<b>2/3 Page</b>	\$15,128	\$14,998	\$14,806	\$14,603	\$14,394	\$14,081
<b>1/2 Page</b>	\$12,459	\$12,352	\$12,193	\$12,026	\$11,854	\$11,596
<b>1/3 Page</b>	\$8,899	\$8,823	\$8,709	\$8,590	\$8,467	\$8,283
<b>DPS</b>	\$32,036	\$31,761	\$31,353	\$30,924	\$30,481	\$29,818
<b>1/2 Spread</b>	\$20,468	\$20,292	\$20,031	\$19,757	\$19,474	\$19,051

WESTERN	1x	3x	6x	9x	12x	15x
<b>Full Page</b>	\$9,820	\$9,736	\$9,611	\$9,479	\$9,343	\$9,140
<b>2/3 Page</b>	\$8,347	\$8,275	\$8,169	\$8,057	\$7,942	\$7,769
<b>1/2 Page</b>	\$6,874	\$6,815	\$6,727	\$6,635	\$6,540	\$6,398
<b>1/3 Page</b>	\$4,910	\$4,868	\$4,805	\$4,740	\$4,672	\$4,570
<b>DPS</b>	\$17,676	\$17,524	\$17,299	\$17,062	\$16,818	\$16,452
<b>1/2 Spread</b>	\$11,293	\$11,196	\$11,052	\$10,901	\$10,745	\$10,511

SPECIAL INTEREST PUBLICATIONS	1x				
<b>Full Page</b>	\$14,970	<b>1/3 Page</b>	\$7,486	<b>IBC</b>	\$18,560
<b>2/3 Page</b>	\$12,724	<b>DPS</b>	\$27,068	<b>IFC Spread</b>	\$34,965
<b>1/2 Page</b>	\$10,478	<b>OBC</b>	\$22,149	<b>1/2 Spread</b>	\$17,215

Gross rates, effective February 2016 issue

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11/26/2015

Contact Up Marketing at 416 850 8787, or [info@up-marketing.com](mailto:info@up-marketing.com) for further information

# HOUSE & HOME 2016 DEMOGRAPHIC PROFILE



DEMOGRAPHIC	POPULATION (%)	House & Home Audience		
		(000)	(%)	Index
<b>AGE</b>				
18+	92%	1,979	95%	103
25-54	48%	1,114	54%	111
35-54	33%	859	41%	127
<b>Average Age</b>		<b>48</b>		
<b>HOUSEHOLD INCOME</b>				
\$75,000+	42%	928	45%	105
\$100,000+	28%	640	31%	110
\$125,000+	17%	418	20%	116
\$150,000+	11%	301	15%	134
\$200,000+	5%	155	8%	153
<b>Average HHI</b>		<b>\$85,666</b>		
<b>EDUCATION</b>				
University/other Non-University Cert+	57%	1,425	69%	119
<b>OCCUPATION</b>				
White Collar	36%	844	41%	113
MOPE	25%	615	30%	119
<b>GENDER</b>				
Women	51%	1,516	73%	143
Men	49%	565	27%	55
<b>HOUSEHOLD CHARACTERISTICS</b>				
Homeowners	76%	1,717	83%	108
Principal Grocery Shopper	72%	1,757	85%	117
Female Head of HH with Kids	16%	587	28%	174
<b>REGION</b>				
Western Canada	31%	708	34%	110
Ontario	38%	1,060	51%	134
British Columbia	13%	313	15%	118

## READERSHIP HIGHLIGHTS (000s)

Total Brand Footprint 12+  
**2,080**

Female Readers 18+  
**1,451**

Adult Readers 25-54  
**1,114**

Male/Female Ratio  
**27/73**

Base: Total Canada 12+,  
Source: Vividata 2015 Q2 Readership  
Database Weighted by Population

Total Paid Circulation  
**224,387**

Source Alliance for Audited Media,  
12 months ending June 2014



# HOUSE & HOME 2015 TABLET & MOBILE RATES

AD OPTIONS	IPAD	IPHONE	ANDROID	ADD-ON TO PRINT	STAND-ALONE
<b>STATIC</b>					
Web-enabled	✓	✓	✓	\$250	\$750
<b>SUPPLIED INTERACTIVE</b>					
Any Supplied Interactive Ad	✓	✓	✓	\$1,000	\$1,500
<b>PREMIUM (ALL WEB-ENABLED)</b>					
Audio Only	✓	✓	✓	\$2,500	\$3,000
Hotspots/Multiple Links	✓	✓	✓	\$2,500	\$3,000
Single Subtle Animation	✓	✓	✓	\$2,500	\$3,000
Swipe & Reveal	✓	✓	✓	\$2,500	\$3,000
Tap & Reveal	✓	✓	✓	\$2,500	\$3,000
0:30 Video*	✓	✓	✓	\$2,500	\$3,000
<b>PREMIUM PLUS (ALL WEB-ENABLED)</b>					
Product Interactive 360	✓	✓	✗	\$4,000	\$4,500
Media Gallery	✓	✓	✓	\$4,000	\$4,500
Panoramic View	✓	✓	✗	\$4,000	\$4,500
Photo 360	✓	✓	✗	\$4,000	\$4,500
0:60 Video (In-Line & Full-Screen)*	✓	✓	✓	\$4,000	\$4,500
Stop-motion Animation	✓	✓	✓	\$4,000	\$4,500
Rub & Reveal	✓	✗	✗	\$4,000	\$4,500
Custom Advertising	✓	✓	✓	TBD	TBD

✓ = AVAILABLE ✗ = NOT AVAILABLE

Rates include production, media and distribution in *House & Home* digital newsstand, digital subscriber copies, Next Issue and digital samplers. Rates subject to change.

\*All videos to be supplied

Last updated 02/15

Contact Up Marketing at 416 850 8787, or [info@up-marketing.com](mailto:info@up-marketing.com) for further information

\*effective April 2016 issues of *House & Home* and *Maison & Demeure*

SIZES	BLEED W/D		TRIM W/D		LIVE AREA/NON-BLEED* W/D	
Double Page Spread**	17-3/4"	11-3/8"	17-1/4"	10-7/8"	16-3/4"	10-3/8"
Full Page	9-1/8"	11-3/8"	8-5/8"	10-7/8"	8-1/8"	10-3/8"
2/3 Vertical	5-3/4"	11-3/8"	5-3/8"	10-7/8"	4-3/4"	10-3/8"
1/2 Hor. Spread**	17-3/4"	5-13/16"	17-1/4"	5-5/16"	16-3/4"	4-13/16"
1/2 Horizontal	9-1/8"	5-13/16"	8-5/8"	5-5/16"	8-1/8"	4-13/16"
1/2 Vertical	4-11/16"	11-3/8"	4-3/16"	10-7/8"	3-11/16"	10-3/8"
Digest Page	5-3/4"	8-1/4"	5-3/8"	7-3/4"	4-3/4"	7-1/2"
1/3 Vertical	3-1/4"	11-3/8"	2-3/4"	10-7/8"	2-1/4"	10-3/8"
1/3 Square	5-7/8"	5-13/16"	5-3/8"	5-5/16"	4-3/4"	4-13/16"
1/6 Vertical		n/a		n/a	2-1/4"	4-13/16"
1/3 Horizontal	9-1/8"	4"	8-5/8"	3-1/2"	8-1/8"	3"

\*All critical matter must be kept within the non-bleed dimensions. \*\* Allow 1/8" on each side of the gutter for type safety.

### MECHANICAL REQUIREMENTS

Printed high speed, web offset lithography, perfect bound.

**TYPE PAGE:** 8 1/8" wide by 10 3/8" deep.

**TRIM SIZE:** 8 5/8" wide by 10 7/8" deep.

**BLEED:** All fractional bleed ads require 1/4" all around.

All type matter not intended for bleed should allow 1/4" from trim edge. Publisher reserves the right to crop 1/8" on either side of bleed for trim variation.

### PRODUCTION REQUIREMENTS

**FILE FORMATS:** PDF/X-1a. Files must meet publisher's specifications, which can be found on our website: [houseandhome.com/digitalmedia](http://houseandhome.com/digitalmedia)

All supplied proofs must be made from the final supplied file. Colour bars required on proof. House & Home Media cannot accept Application files. House & Home Media will not accept responsibility for files and/or proofs which do not meet published specifications.

### AD DELIVERY



[addirect.sendmyad.com](http://addirect.sendmyad.com)

Visit the AdDirect home page to take a tour on how to upload your ad using the preflight portal system.

Ad material must be supplied via the AdDirect portal at [addirect.sendmyad.com](http://addirect.sendmyad.com). Information on the portal can be found on the Magazines Canada website [www.magazinescanada.ca/advertising/production/addirect](http://www.magazinescanada.ca/advertising/production/addirect)

### DIGITAL REQUIREMENTS FOR ADVERTISING MATERIAL

- Correct Trim and Bleed Sizes (1/4" added for bleed ads)
- All Illustrator Item Attributes set to 2400 dpi (Minimum 1200 dpi)
- All Spot Colours converted to CMYK
- All High Res Images are 300dpi (minimum for size-as images)
- All RGB Images Converted to CMYK
- Trim, Bleed, Colour Control Bars and Centre marks included in file (No marks in the LIVE area)
- Ink density for all four process colours must not exceed 300%

### PROOFING REQUIREMENTS

Files should be accompanied by a MACS-standard digital press proof (i.e. pictro or iris with colour bars) made from the final file. Specifications can be found at [www.magazinescanada.ca](http://www.magazinescanada.ca). Colour lasers or PDFs are NOT acceptable press proofs. In those cases where a client decides not to supply a digital proof, House & Home/Maison & Demeure will run to MAC standards. Please note, as with any high-speed web press, colour variation within MAC tolerances must be expected on occasion due to running speed and in-line conflicts. A makegood would only be issued in the event of an ad falling outside acceptable MAC standards. H&H Media can output a proof at an additional charge of \$30-\$50, depending on the size of the ad.

### CONDITIONS

**COPY APPROVAL:** All advertisements must be acceptable in content and design and are at the publisher's sole discretion.

**CANCELLATIONS:** Advertising is non-cancelable after the Space Closing Deadline. Covers are non-cancelable.

**DISCOUNTS:** 15% Agency Commission will be allowed to recognized agencies (except where noted net rates). Overdue accounts are subject to interest charges.

**PREMIUM CHARGES:** Rates quoted are for black and four-colour process inks. Special inks to be quoted on request. There is no premium for bleed insertions. Inserts and coupons: Rates to be quoted on request.

**PRODUCTION CHARGES:** Expenses incurred as a result of the client's requested changes or client's failure to conform to the Mechanical Specifications will be charged back to the client.

**LATE MATERIAL:** Late material will be subject to a penalty unless the publisher has been previously notified and agreed to an extension.

**POSITIONING:** The vertical nature of the publication results in vertical advertising by many companies within the same industry. Placement near competitive advertisers is therefore to be expected. Advertisers requiring a guaranteed position pay a 15% premium.

**REGIONAL** advertisements must be identified on Contract or Insertion Orders or advertising may run national at the national rate.

**THE RATES, TERMS AND CONDITIONS** on this card apply to all Advertising Contracts or Insertion Orders received by the Publisher.

**PUBLISHER** reserves the right to increase advertising rates or change issue dates for any issue upon 30 days notice in writing before the Space Order closing date of the issue. All Contracts and Insertion Orders are subject to this reservation.

**ADVERTISERS AND ADVERTISING AGENCIES** assume liability for all content (including text, representation and illustration) of advertisements printed and all responsibility for any claims arising therefrom against the Publisher.

**ANY** claim rendered by the agency against this magazine for rebates on charges made under a Contract, for any reason, must be filed with the magazine in writing within sixty (60) days following the expiration of the contract.

**THE WORD "ADVERTISEMENT"** will be placed above copy which in the opinion of the Publisher resembles editorial matter.

**THE LIABILITY** of the Publisher for any errors for which it may be held legally responsible will not exceed the cost of the space.

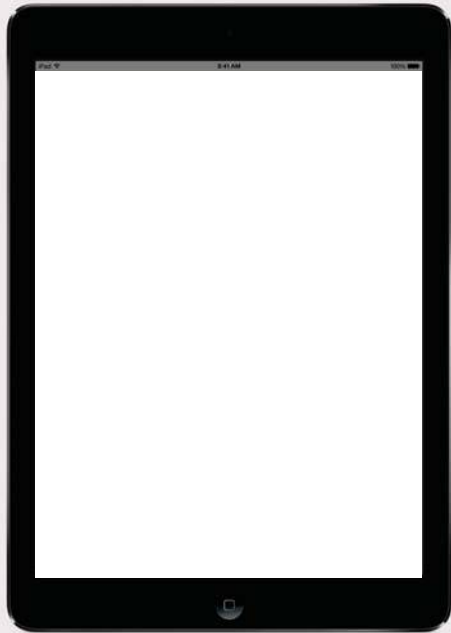
**THE PUBLISHER** specifically assumes no liability for errors in the key numbers or type set by the Publisher.

**THE PUBLISHER** shall not be subject to any liability whatever for failure to publish or circulate all or any part of any issue or issues or any advertisement, in whole or in part, for any cause.

**THE PUBLISHER** is not bound by conditions printed in Contracts or Insertion Orders when they conflict with policies covered by this rate card. All film, artwork, etc. will be destroyed by the Publisher if not demanded within the one (1) year after last used.

# HOUSE & HOME 2015 TABLET & MOBILE SPECS

## TABLET (e.g. iPad®, iPad Mini®, Nexus 10, Android)



**InDesign Dimensions:**  
1024 pixels x 768 pixels  
PNG-24 file without  
transparency, 300 dpi  
colour space: RGB

**Photoshop Dimensions:**  
4267 pixels x 3200 pixels  
PNG-24 file without  
transparency, 300 dpi  
colour space: RGB

## IPHONE



**InDesign Dimensions:**  
960 pixels  
x 640 pixels  
PNG-24 file without  
transparency, 300 dpi  
colour space: RGB

**Photoshop Dimensions:**  
4000 pixels  
x 2667 pixels  
PNG-24 file without  
transparency, 300 dpi  
colour space: RGB

## AD FORMATS

**House & Home magazine provides three options for portrait ads for our digital editions: static ads, static web-enabled ads and interactive ads.**

1. A static ad is a pinch-and-zoom PDF and is a complimentary service provided for ads running in the print issue of *House & Home*.
2. A static web-enabled ad contains tappable URLs. Ask your account manager about prices.
3. An interactive ad contains tappable URLs and additional interactive features. Ask your account manager about our production services and prices.

### For all portrait ads, please provide:

- Artwork to size specifications outlined above
- List of URLs to be used in the ads (see limitations outlined below)
- All metadata information (title, company name, description of ad/tagline)
- Any additional information or notes

### Please note the following for static web-enabled and interactive ads:

- Advertisers may include up to five (5) URLs per portrait ad unit regardless of device
- The web page will display on an in-app browser
- The Apple iOS does not allow for any Adobe Flash content to be displayed. Adobe Flash content and functionality may vary on the Android OS.

### If providing an ad from a third party:

- Tap areas should have specific call-to-action messaging (e.g. "Tap Here") and should lead to a specific website, item or interaction that is contextually relevant to the ad
- Tap directions will be updated to reflect the look of *House & Home*
- *House & Home* has final approval on all media assets.

**Please send all final material to [hhtablet@hhmedia.com](mailto:hhtablet@hhmedia.com)**

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