

COASTAL HOME

where style meets seacoast living

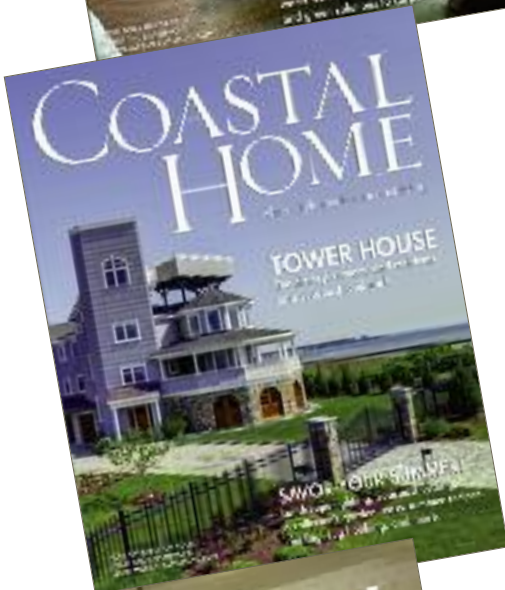
TOWER HOUSE

The history, rumors, and residents of a Seacoast landmark

SAVOR YOUR SUMMER!

Landscape lighting, Seacoast cycling, a collector's garden, easy summer recipes, riesling, rug hooking, and more

NOW AVAILABLE FOR YOUR
TABLET AND SMARTPHONE
LEARN MORE AT COASTALHG.COM



Publisher's Note

Coastal Home magazine is an innovative home, garden and lifestyle publication centered on the beauty of northern New England coastal living. Featuring a blend of cosmopolitan trends and relaxed style, *Coastal Home* is dedicated to providing readers with all of the variety the Seacoast has to offer.

The *Coastal Home* team is passionate about discovering extraordinary homes and prides itself on including diverse residences, from luxurious seaside retreats to lovely coastal cottages. *Coastal Home* also invites readers into the distinctive gardens of the area, offering useful information to novice and expert gardeners alike while presenting the most current trends in garden design.

Coastal Home is proud to showcase the exceptional talent and beauty of the area in a publication that is uniquely positioned to appeal to followers of fine design in northern New England and throughout the world.

Keith J. Lemerise, Publisher
Coastal Home magazine

155 Fleet Street | Portsmouth, New Hampshire 03801
603 766-1948 | keith@trendsmarketing.com

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coastalhq.com

Left to Right: Photography by Greg West, Michael Hubley, Greg West and Rob Karosis

Media Information 2017-2018

ADVERTISING SALES

Publisher, Keith J. Lemerise | 603 766-1948 | cell: 603 234-0394 | keith@trendsmarketing.com

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Director of Website Marketing, Sheri Burgoon | sheri@trendsmarketing.com

QUARTERLY ADVERTISING DEADLINES & MAGAZINE DISTRIBUTION 2017-2018

Outdoor Living Issue 2017: Materials Due - July 14, 2017; Distribution Date - August 2017

Kitchen & Bath Issue 2017: Materials Due - October 16, 2017; Distribution Date - November 2017

Annual Home & Garden Resource Guide 2018: Materials Due - January 15, 2018;

Distribution Date - February 2018

Garden & Design Issue 2018: Materials Due - April 13, 2018; Distribution Date - May 2018

Coastal Home can help you target your consumer and reach homeowners in the northern New England area. We offer many customized advertising programs from which to choose.



Reach The Right Audience

COASTAL HOME MAGAZINE—DISTRIBUTION

Prints four times annually with mail and newsstand distribution of 15,000 copies. Advertisers also benefit from additional exposure to 3,000 digital subscribers per issue, available via smartphones and tablets. Features inspiring homes, gardens and lifestyle trends in New Hampshire, Maine and northern Massachusetts, ranging from the North Shore, through the Seacoast, to the Kennebunks.

SUBSCRIPTION BASE AND PURCHASED IN STORES

Our strongest concentration is in Newburyport Mass., the Seacoast of N.H., to York, Maine. Our newsstand sales also target the buyer currently looking for local resources for a home project. Our magazines are available in 1,250+ major retailers and high-end specialty shops, including Barnes & Noble, CVS, Hannaford, Stop & Shop, Rite Aid, Shaw's, Market Basket.

PORTFOLIO & BUSINESS PROFILES

Select advertorials available in print and online.

CURRENT READER DEMOGRAPHICS

Average household income: \$208,000

Average net worth: \$1.3 million

97% own a home

64% own a second home

63% plan to build/purchase in 12-24 months

52% own or are a partner in a business

30% are board of directors/trustees

DIRECT MAIL

Coastal Home appeals to the affluent buyer by direct mailing to targeted zip codes, million-dollar homes and second homeowners.

- Target high-end trades people.
- Members of the AIA, ASID and HBRA receive complimentary copies of *Coastal Home*.
- Million-dollar homes and families with household incomes greater than \$150K receive the magazine free.

COASTALHG.COM

The greater Seacoast's complete online resource for home and garden design targeted toward the consumer looking to purchase products and services, with interviews, profiles, photo galleries and much more.

GROUP EVENT E-MAIL BLAST

Your event designed and sent with other events to our exclusive database of over 6,000 subscribers.

E-MAIL NEWSLETTER

Monthly newsletter sent to our exclusive database and opt-in subscribers. Limited sponsorship available.

BONUS DISTRIBUTION

Targeted distribution at industry events, including designer show houses, trade shows, home and garden shows and kitchen tours, where attendees are actively looking for ideas and solutions.

COASTAL HOME

Rate Worksheet 2017 - 2018

INSERTIONS PER YEAR–NET	1x	2x	4x	Subtotals
2-Page Spread	6500	5995	4995	_____
Full Page	2295	1995	1895	_____
1/2 Page	1695	1495	1395	_____
1/4 Page	895	795	695	_____
PREFERRED PLACEMENT			4x ONLY	Subtotals
Inside Front Cover			3500	_____
Pages, 1, 2, 3			2995	_____
Page Opposite T.O.C.			2995	_____
Page Opposite Pub. Note			2995	_____
Page Opposite Ed. Note			2995	_____
Inside Back Cover			2995	_____
Back Cover			4500	_____
Opposite Subscription Card			+250	_____
PORTFOLIO		With Ad	Without Ad	Subtotals
1-Page Advertorial		995	1495	_____
BUSINESS PROFILE				Subtotals
1-Page Advertorial		995	1495	_____
MARKETPLACE		2x	4x	Subtotals
1/4 Page		595	495	_____
RESOURCE DIRECTORY			4x	Subtotals
1 Business Listing in the magazine and online			395	_____
GIFT GALLERY		1x	2x–4x	Subtotals
1/6 page pre-formatted ad		495	395	_____
COASTAL HOME ONLINE WEB ADS	6 Months		12 Months	Subtotals
Tower (166 x 600 pixels)	795		1295	_____
Spotlight (189 x 81 pixels)	595		995	_____
GROUP EVENT EMAIL BLAST			150	Subtotals
COASTAL HOME E-MAIL NEWSLETTER			Monthly	Subtotals
Monthly Sponsor Banner (728 x 90 pixels)			495	_____

Ask about 20% discounted Print/Web ad bundles!

All advertising is 300 dpi Four-Color Process—no Spot Color or RGB. | Prices above are per insertion and subject to change.
Preferred Placement: add 10% premium to applicable rate. | 15% commission to recognized agencies only.

Two rounds of changes are included in the price of the ad creation at no charge.
Any changes beyond that will incur a surcharge of \$50–\$150, depending on additional time spent on those changes.

Effective October 15, 2014.

COASTAL HOME

Digital Advertising 2017 - 2018

Be part of inspiring design and exceptional style with the digital edition of *Coastal Home Magazine*, and gain 10,000+ impressions a month with a Tower ad or Spotlight ad on coastalhq.com.

WHAT'S A TOWER AD?

A Tower ad is a highly visible vertical ad (160px by 600px) that runs on the right column of our homepage, as well as all site pages of the website.

WHAT'S A SPOTLIGHT AD?

A Spotlight ad (189px by 81px) is a simple, yet effective ad on the bottom of our site. Like the tower ad, it runs on the home page and all site pages.

WHO VISITS OUR SITE?

Coastalhq.com has 3,000 unique views per month. We are always updating our site with new content, and 40% of our visitors come back more than once a month. Home and Garden lovers look to *Coastal Home Magazine* for exceptional design and inspiring stories, highlighting Seacoast area businesses.



DIGITAL ADVERTISING RATES

Tower Ad (166 x 600 pixels)

6 months: \$795 – equal to \$132.50/mo

12 months: \$1,295 – equal to \$108/mo

Spotlight Ad (189 x 81 pixels)

6 months: \$595 – equal to \$99/mo

12 months: \$995 – equal to \$83/mo

Coastal Home Email Newsletter (728 x 90 pixels)

Monthly Sponsor Banner: \$495

sent to 6K+ subscribers.

Save 20% on a Print/Web Ad Bundle to optimize your message and reach!

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Coastal Home Magazine Can Jump Start Your Business Now — Offering Huge Advertising Deals!

OPTION #1: UP TO \$4,490 in FREE ADVERTISING

Purchase a 4x consecutive ad run for a Half or Full Page ad and we'll UPGRADE one issue to next larger size. A Half Page upgrades to a Full Page and a Full Page upgrades to a Two-Page Spread for one issue. **Value: \$500-\$3,100**

Receive 1-2 group event e-mail blast that will be sent to our database of over 6,000. (\$150/blast) **Value: \$300**

Receive 1 Newsletter business ad/mention or promo. **Value: \$495**

Receive a 6-month 189 x 81 pixel ad on our web site. (upgrade available) **Value: \$595**

OPTION #2: \$1,740 in FREE ADVERTISING

Purchase a 4x consecutive ad run for a Quarter Page ad and we'll UPGRADE one issue to a Half Page ad. **Value: \$700**

Receive 1 group event e-mail blast that will be sent to our database of over 6,000. **Value: \$150**

Receive 1 Newsletter business ad/mention or promo. **Value: \$495**

Receive a 3-month 189 x 81 pixel ad on our web site. (upgrade available) **Value: \$395**

OPTION #3: \$1,040 in FREE ADVERTISING

Purchase a 2x consecutive ad run for a Half or Full page ad and receive a group event e-mail blast that will be sent to our database of over 6,000. **Value: \$150**

Receive 1 Newsletter business ad/mention or promo. **Value: \$495**

Receive a 3-month 189 x 81 pixel ad on our web site. (upgrade available) **Value: \$395**

OPTION #4: \$645 in FREE ADVERTISING

Purchase a 2x consecutive ad run for a Half or Full page ad and receive a group event e-mail blast that will be sent to our database of over 6,000. **Value: \$150**

Receive 1 Newsletter business ad/mention or promo. **Value: \$495**

All Value-Added Packages are valid for supplied print-ready ad PDFs at the 4x and 2x consecutive full-contract rate.

Ad design is extra and space is limited.

UP TO \$4,490 in FREE ADVERTISING!

When you choose one of the Value-Added Packages above. Offer valid for all new and renewing advertisers.

Looking forward to working together!

To reserve your space now, contact Keith Lemerise:
keith@trendsmarketing.com • direct: 603 234.0394

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"Readers are using the Coastal Home Resource Directory already as an easy and fast way to find businesses to use for all their home improvement needs."

Coastal Home's Resource Directory Gives You One Full Year of Advertising for Only \$395.

Now you can target your market exclusively for one low fee.

The *Coastal Home* Resource Directory is featured in every issue of the magazine, 4 times a year, online at coastalhq.com, in our digital magazine and also featured in our downloadable *Coastal Home*, available for tablets and smartphones — learn more at coastalhq.com.

The Resource Directory is also promoted through our monthly newsletters and promotional solo e-blasts throughout the year. For one small fee you will get your own business listing under the appropriate category in the magazine as well as the website for one year. The cost is only \$395 for an entire year.

The deadline is one month prior to each issue's publication date.

Direct Mailed to:

- Over 50 Surrounding Towns & Communities Throughout N.H., Maine and Northern Mass.
- New Homeowners and Movers to the Greater Seacoast Area
- Households with Earned Income of \$200,000 and More
- Business, Retail and Service Outlets, Corporate & Doctors' Offices and More
- Distribution of 15,000 Per Issue

Local Distribution:

- Over 1,000 Newsstands Including Shaw's; Hannaford's; CVS; Rite Aid; Stop & Shop; Barnes & Noble Bookstore; Local, Statewide, and Greater New England
- Real Estate and Title Companies
- Participating Advertisers
- Libraries, Clubs, Associations and Local Tours
- Home and Garden Shows and Events

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Your Business Listing For One Year \$395

We are updating the *Coastal Home* Resource Directory for the upcoming issue. If you would like to have your business listed for the next 4 issues, 1 year for \$395, please fill out the information below, and **fax to 603 766.0401** or mail this form to *Coastal Home*, 155 Fleet Street, Suite 201, Portsmouth, NH 03801.

Any questions contact Keith Lemerise at **603 766-1948** or **keith@trendsmarketing.com**.

This form needs to be received no later than 4 weeks prior to the next issue's publication date to be included.

Yes, I would like to advertise for one year (4 issues) in the *Coastal Home* Resource Directory.

Name of Business _____

Street Address _____

City, State, Zip _____

Contact Name _____

Phone, E-mail and Website _____

List one Business Category to be Listed Under: _____

Cost is \$395 for One Business Category Listing. If you would like to be listed under more categories, please include \$50 for each additional category.

Additional Category #1: _____

Additional Category #2: _____

Terms are pre-payment by check, charge or PayPal with this form. Please fill out and mail to Coastal Home.

Form of payment: **Check** / Amount \$ _____

PayPal Pay by CC with PayPal. Go to PayPal.com and Click on *Send Money*. Enter **keith@trendsmarketing.com**

MasterCard **Visa** **American Express** CC # _____ Security # _____ Exp. _____

Name on Credit Card is Same as Above

Name on Credit Card if Different From Above: _____

Address, City, State, Zip _____

CATEGORIES: IF A CATEGORY IS NOT LISTED, WE CAN ADD IT TO THE ROSTER. PLEASE ADD IT ABOVE.

ANTIQUES / COLLECTIBLES

APPLIANCES

ARCHITECTS / ARCHITECTURAL DESIGNERS

ARTISTS / GALLERIES / FRAMING / SIGNSMAKERS / SILKSCREENERS

AUDIO VIDEO SYSTEMS / HOME THEATERS

AUTOMOBILES - DEALERS / ACCESSORIES / REPAIR

BANKING / INVESTMENTS / FINANCIAL CONSULTANTS

BATHROOM FIXTURES / SUPPLIES

BEDDING

BUILDING, GREEN RESOURCES

BUILDING MATERIALS / LUMBER

CABINETMAKERS / MILLWORK / RESTORATION CARPENTRY / WINE CELLARS

CLEANING / CONCIERGE SERVICES

CLOSETS - DESIGNERS & ORGANIZATION SYSTEMS

CUSTOM CONCRETE - COUNTERTOPS / SINKS / FLOORING

CURTAINS / DRAPERIES / WINDOW TREATMENTS / INSTALLATION / FILM

ELECTRICAL CONTRACTORS / ELECTRICIANS

FENCE

FIREPLACES / STOVES & PATIO

FLOORING & FLOOR COVERING, CARPETS, RUGS, TILE

FLORISTS / NATURAL & SILKS

FURNITURE

GARDEN & OUTDOOR FURNISHINGS / GIFT SHOPS

GARDEN CENTERS & TOURS / LANDSCAPE MATERIALS / NURSERIES

GENERATORS

GIFT SHOPS / CLOTHING / ACCESSORIES & DÉCOR

GLASS SUPPLY / REPLACE / REPAIR

GOURMET MARKET / GROCERIES / FISH

GREENHOUSES & GLASSHOUSES

HARDWARE STORE / PAINT

HEATING, PLUMBING, AC, GEOTHERMAL / AIR QUALITY

HOME BUILDERS / REMODELERS / ROOFING

INTERIOR DESIGN & DÉCOR

IRRIGATION / WATER TREATMENT

KITCHEN & BATH - CABINETS / DESIGN / REMODELING

LANDSCAPE ARCHITECTS / CONTRACTORS / DESIGNERS / MAINTENANCE

LANDSCAPE MATERIALS / STONE / GRANITE

LIGHTING, INTERIOR & EXTERIOR / LAMPS / FIXTURES / ELECTRICAL SUPPLIES

LIGHTING DESIGN

LOCKSMITHS / ALARM SYSTEMS / HOME SECURITY

MEDICAL & DENTAL CARE / HEALTH FACILITIES

PAINTING CONTRACTORS - INTERIOR / EXTERIOR

POTTERY

REALTORS

RESTAURANTS / CATERING / LODGING

SPAS / SAUNAS / HOT TUBS / POOLS

SPORT COURTS / PLAYGROUND & RECREATION EQUIPMENT

TILE - DESIGN / DEALERS / INSTALLATION / REPAIR

TREE SERVICES - MAINTENANCE / REMOVAL

VENUES - ENTERTAINMENT / EVENTS / WATER PARK

WATERSCAPES - DESIGNERS / INSTALLATION / REPAIR

WELLNESS & BEAUTY / PLASTIC SURGERY, LASER & AESTHETICS

WINDOWS & DOORS - DEALERS / INSTALLATION

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Coastal Home Gift Gallery

Showcase your product or service in our full-color Gift Gallery. Your placement will include a full-color photograph, 35-word description, and business information as well.

If you would like to be included in our upcoming issue, please print out this form, fill in the information below and scan as a PDF.

Please email your saved PDF form back as an attachment to **keith@trendsmarketing.com**.

Or you can download and print out this form, fill it in and fax to 603 766-0401, or mail it to *Coastal Home*, 155 Fleet Street, Suite 201, Portsmouth, NH 03801.

You need to provide one high-resolution 300 dpi JPG image for each insertion, maximum 2" wide x 3" high.

This form must be received no later than 4 weeks prior to the next publication date to be included.

For more information, contact Keith Lemerise at **603 766-1948** or **keith@trendsmarketing.com**.

PLEASE NOTE: the *Coastal Home* Gift Gallery is a pre-formatted section; no logos will be included.

Description, limit 35 words (195 characters):

Business Name: _____

City, ST (no Zip Codes used): _____

Phone: _____

Website: _____

Contact Person: _____

Email of Contact Person: _____

Cost: 1x issue insertion: \$395 2x-4x issue insertions: \$295 each

Terms are pre-payment by Check, Charge, or PayPal with this form.

Check: Amount \$ _____

Pay by CC with **PayPal**: Go to PayPal.com and Click on *Send Money*; enter **keith@trendsmarketing.com**

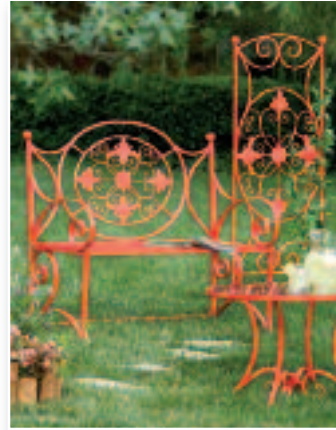
Charge: MasterCard Visa American Express

CC# _____ Security Code # _____ Exp. _____

Name on Credit Card if Different From Above: _____

Mailing Address: _____

City, ST, Zip, Phone: _____



Color is hot in the garden this year, and red is the most dazzling color of all. Add this dramatic and fiery bench, table, and trellis set from Georgie's Home and Garden to your garden for a splash of sizzle.

Georgie's Home and Garden
7 York Street, U.S. Route 1A
York, Maine, 207 363-6270
georgieshomeandgarden.com

COASTAL HOME

PRINT AD SPECS

PREFERRED DIGITAL REQUIREMENTS:

PDF file format is the best way to send your print ad:

CMYK, 300 dpi resolution, at exact ad dimension
FLATTENED, no compressions, no transparencies
FONTS embedded.

BLEED ONLY for Full-Page Bleed ads
(NO CROP MARKS NEEDED)

Embed your URL **HYPERLINKS** in the PDFs
for online links in our digital editions.

**For Rich Black blocks or backgrounds: use our preferred
press mix of 50C 39M 39Y 100K**

Do not set small black text as Knock-Out. Set **100K black
text** on a top layer, or select and move-to-front layer, which
is flattened correctly when creating a HiRez PDF for us.

QUARK - MACINTOSH — v 9.0

CMYK only (no spot colors, no RGB, no ICC-Device Profile)
Use exact ad trim dimensions to set-up ad document.
Use actual fonts; not the "local" style faux attributes (bold,
italic, bold italic) — they do not print accurately.

PHOTOSHOP—CS6 saved at 300dpi

CMYK TIF or EPS— do not use ICC-device Profile
We cannot accept photos or logos used on a web site;
they are **NOT** usable for high-quality printing; those are
typically 72dpi - Low Resolution.
If Photoshop file contains fonts and layers, **FLATTEN** and save
as 300dpi TIF, or save as PSD layer file.

ILLUSTRATOR—CS6 saved as EPS

In attributes window, set **NO OVERPRINT** for fills and strokes
Convert all type to outline paths.
Colors - CMYK **ONLY** (NO spot, Pantone or pastels colors)

FILES SUBMISSION:

Compress native application file into a zip folder. Include
all images and logos.
E-mail PDF or files in zipped folders as an attachment if
under 19 MB.

PREFERRED DELIVERY to upload files (free):

www.wetransfer.com

Please try to keep file size under 20 MB.

If you have a **DropBox** where you park your ad content,
email us the invite/access to download your material.

Email: jo@trendsmarketing.com for print assistance

SIZES (Width x Height in inches)

MAGAZINE FINAL TRIM IS 8.375 W x 10.875 H
ALL BLEED ADS: INSET TEXT, IMAGES & LOGOS .375 FROM TRIM EDGE

2-PAGE SPREAD BLEED

LEAVE 1 INCH SPACE BETWEEN
IMPORTANT GRAPHICS/TEXT
IF CROSSING THE GUTTER
(INSET .5 INCH EACH INSIDE)

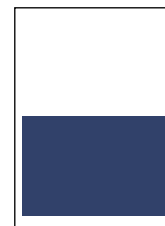
FULL PAGE
SAFE AREA:
INSET 3/8"
FROM TRIM
EDGE FOR TEXT,
LOGOS &
IMPORTANT
PHOTO PARTS

2-PAGE SPREAD BLEED
17 W x 11.125 H
TRIMS DOWN TO:
16.75 W x 10.875 H

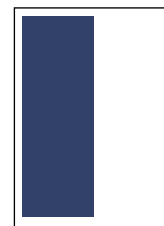
BLEEDS EXTEND .125 BEYOND TRIM
FULL BLEED SIZE: 8.625 W x 11.125 H
FULL PAGE TRIM: 8.375 W x 10.875 H
SAFE AREA: 7.625 W x 10.125 H



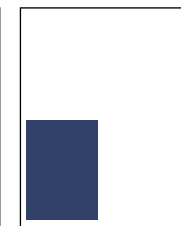
FULL PAGE
NO BLEED
7.25 W x 9.944 H



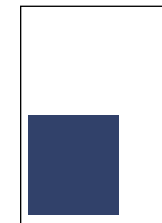
HALF PAGE
Horizontal
7.25 W x 4.812 H



HALF PAGE
Vertical
3.458 W x 9.944 H



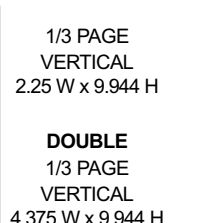
1/4 PAGE
3.458 W x 4.812 H



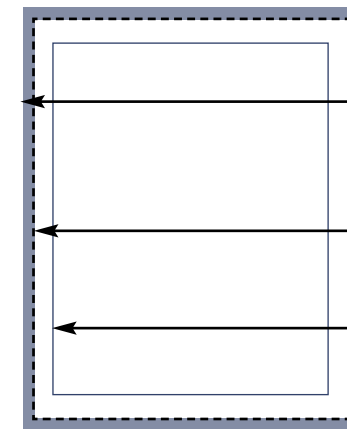
1/3 PAGE
BLOCK
4.75 W x 4.75 H



1/3 PAGE
VERTICAL
2.25 W x 9.944 H



DOUBLE
1/3 PAGE
VERTICAL
4.375 W x 9.944 H



FULL PAGE BLEED ADS

BLEED – 1/8" off-page bleed is
trimmed off after printing.

Bleed Size: 8.625" x 11.125"

TRIM – actual cut edge of the
final magazine page.

Trim Size: 8.375" x 10.875"

SAFE AREA – Keep all text,
logos & important photo parts
inset 3/8" from the trim edge.

SAFE AREA: 7.625" x 10.125"

WEB ADS (Width x Height in pixels)

RGB, 72 dpi JPGs, Optimized for web

TOWER ADS: 166 x 600 pixels

STANDARD ADS: 189 x 81 pixels

Monthly Sponsor, Enewsletter Banner: 728 x 90 pixels

Email: sheri@trendsmarketing.com for web assistance

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Secret Eden

A little-known estate embodies the golden age of American gardens

A COOK'S DREAM

The Music Hall Kitchen Tour showcases classic & contemporary styles

SEASIDE RETREAT

Spectacular views make this house a delight

COASTALHG.COM