

HOUSE & HOME

CELEBRATING THE STYLE OF SOUTH LOUISIANA



Partner with
House & Home
and be part of a
14 Year
tradition.

Testimonial:

For many years, House & Home Magazine has been our number one advertising partner! The magazine has a loyal readership that represents our target market. Being an advertiser with House & Home has truly helped us to grow our business!

R & D Builders and Design, LLC

IN EVERY ISSUE

Publisher's Note

The publisher muses on daily life, home, garden and personal matters.

Ask the Expert

A local professional offers expert answers to our readers' most asked questions.

New & Now

A grouping of trend-inspired objects from regional businesses.

Buzz

A question-and-answer interview with a local business owner or service provider.

Local Flavor

Seasonal recipes from professional contributing chefs along with entertaining tidbits for the table.

Art Studio

Personal and professional reflections from local artists, "in their own words."

Style File

Area professionals use photos to point out the top merits of their design projects.

EDITORIAL CALENDAR

January/February

(Released in late January)

Artisan Awards

The Bath Issue

Children's Spaces

Space Reservation Deadline: Jan. 6, 2012

March

Remodeling

Decorating & Design

Space Reservation Deadline: Feb. 6, 2012

April

Builder/Remodeler Awards

The Kitchen Issue

Outdoor Living: Kitchens & More

Space Reservation Deadline: March 6, 2012

May

Parade of Homes Highlights

Outdoor Living: Pools, Ponds & Patios

Space Reservation Deadline: April 6, 2012

June

The Bath Issue

Children's Spaces

Space Reservation Deadline: May 7, 2012

July/August (Released in late July)

Design Awards – Part 1

The Kitchen Issue

Space Reservation Deadline: June 6, 2012

September

Design Awards – Part 2

Outdoor Living: Kitchens & More

Space Reservation Deadline: Aug. 6, 2012

October

Design Awards – Part 3

The Bath Issue

Outdoor Living: Fall Gardens

Space Reservation Deadline: Sept. 6, 2012

November

Holiday Gift Guide

14th Anniversary Issue

Holiday Menu Planner

Space Reservation Deadline: Oct. 8, 2012

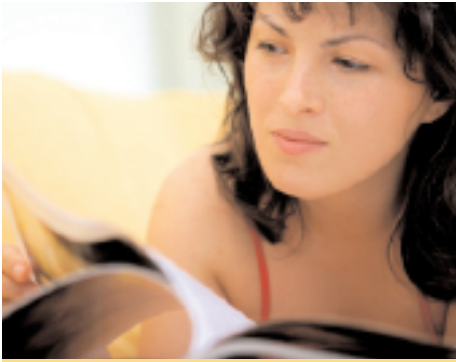
December

The Kitchen Issue

Holiday Decorating

Readers' Holiday Recipes

Space Reservation Deadline: Nov. 6, 2012



A SAMPLING OF OUR LONG-TERM ADVERTISERS

Absolute Antiques
 All Wood Furniture
 Appliance Distributors of Louisiana
 Art Glass Originals
 Assured Flooring & Countertops
 Backyard Builders
 Belle Gray Interiors
 Caroline & Company
 Custom Linens
 Decorating Den Interiors
 Delgado's Custom Lighting
 Eduardo Jenkins Landscape Architect
 Floor Store of Acadiana, The
 Fabric Warehouse
 Faux & Decorative Finishes
 Harb's Oasis
 Harrison Paint Co.
 Jimstone Co.
 Lamps and Lighting
 Louisiana Furniture Gallery
 Mike Baker Brick
 R.A.H. Homes
 R & D Builders and Design
 Roussel's of Gonzales
 Rug Place, The
 Sabine Pools
 Spa Mizan
 Stanton's Appliance
 Stoma's Furniture & Interiors
 Swags and Tassels
 That's Entertainment
 Woodburners, The
 Ultimate Storage Systems

Circulation Statistics

Be a part of our celebration of the unique style, design, culture and lifestyle of South Louisiana! *House and Home* is the region's premier home-and-garden magazine, offering readers exclusive access to outstanding homes and secrets from trade professionals. For the past 13 years, our distinctive voice and vision has made *House and Home* a must-read for savvy homeowners. Capturing the pulse of south Louisiana style, the pages of *House and Home* present an array of feature material including interior design, renovations, construction, landscaping, local cuisine, arts and culture, hot new products and more. **Enhanced by spectacular color photography, this inspiring editorial content sets *House and Home* apart as the area's foremost authority on home and garden topics.**

Monthly Circulation

24,000 monthly printed copies = 60,000* monthly average print readership
 *based on 2.5 person "pass-along" rate per copy, as indicated in 2009 Reader Survey

1,000+ monthly readers of Website version (www.houseandhomemagazine.net)
 *based on 3% to 5% online reader rate, as indicated in 2009 Reader Survey

Geographic Distribution

57% - Baton Rouge (13,600 printed copies)
 35% - Lafayette (8,400 printed copies)
 6% - Other Louisiana (1,400 printed copies)
 2% - Outside Louisiana (500 printed copies)

Distribution Method

Of *House and Home's* 24,000 monthly printed copies:

- 95% (22,800 copies) are distributed at more than 350 targeted distribution points in the greater Baton Rouge and Lafayette areas
- 5% (1,200 copies) are mailed to businesses and paid subscribers



Distribution Points by Area

Complimentary copies of *House and Home* are available to readers at more than 350 targeted distribution points in the greater Baton Rouge and Lafayette areas, listed alphabetically below by area:

BATON ROUGE

Absolute Antiques
Acadian Flooring
Acadian Frame & Art
Acadiana Garage Doors
Acoustical Specialties
All About Flowers
All Brands Home Appliances
Ambrosia Bakery
Ann Connelly Fine Art
Appliance Distributors
Art Glass Originals
Assured Flooring -
Siegen Lane
Assured Flooring -
Perkins Road
Atlas Interiors & Florals
Avallon Salon & Day Spa
Ballins Ltd.
Bassett Furniture Direct
Baton Rouge Convention &
Visitors Bureau
Baton Rouge Gallery
Baton Rouge Welcome
Center
BD Kitchen Co.
Bella Bella - Perkins Road
Bella Bella - Jefferson Hwy.
Bellue's Fine Cajun Cuisine
Best Buy Flooring &
Countertops
Bienville Antiques &
Custom Framing
Billy Heroman's Flowerland -
Perkins Road
Billy Heroman's Flowerland -
Harrell's Ferry Road
Billy Heroman's Flowerland -
Lee Drive
Bolick Distributors
Brothers Ace Hardware
Bumble Lane
Burns & Co. Real Estate -
S. Sherwood Forest
Burns & Co. Real Estate -
Country Club of La.
Caffery Gallery
Calandro's Supermarket -
Government St.
Calandro's Supermarket -
Perkins Rd.
Calvin's Bocage Supermarket
Capital Stone
Casual Creations
Chocollage
Christian Street Furniture
Circa 1857
City Café
City News Stand
Classic Jewelers
Clegg's Nursery - Siegen Ln.
Clegg's Nursery - N.
Donmoor
Coburn's Supply
Creative Touch
Custom Lighting
Custom Linens
Cypress Warehouse &
Installation
Davis Hardware Sales
Delgado Custom Lighting
& Doors
Denicola's
DiGiulio Brothers Italian Café
Diniz Designs
Dixon Smith Interiors
Doe's Eat Place
Doran Framing

Downtown News
Dr. Steven Brooksher, D.D.S.
Drusilla Imports
Elizabethan Gallery
Emerson's Carpet One
Eros
Ethan Allen Grand Gallery
European Mat Design
Exterior Accents
Fabric Warehouse
Face & Body
Farrell Calhoun Paint
Feeney LeDoux Salon
Finder's Keepers Market
Flooring Direct To You
Forum Salon
Four Corners Gallery
French Market Bistro
Gambino's Bakery
Garden District Nursery
Get Gifts
Goodwood Hardware &
Outdoors
Gulf Coast Plantmen
G. W. Oliver Construction
Haghighi Rug Gallery
Hannan & Co.
Harb's Oasis
Harper's Haberdashery
Harrison Paint
Head Over Heels
Heroman's Florist -
Government
Heroman's Florist - Staring
Hi Nabor Supermarket -
Drusilla
Highland Ace Hardware
Highland Gifts
Highland Road Animal
Hospital
Highland Road Antiques
HighlandSide Gifts
Holly Harrison Interiors
Home 360
I Love Shoes
Imelda's Shoes
Interior Concepts
Interior Transformations
Jacob's Ladder
Jeff's Food Mart
Jerry del Rio Real Estate
JimStone Co.
Juban's Restaurant
Jules Madere Jeweler
Kadair's
Keller-Williams Real Estate
Kleinpeter Framing/Photo
LA Salon
Lamps & Lighting by Design
Lance Hayes Designs
LCR/The Plumbing
Warehouse
Latin Quarter
Legacy Title
Louisiana Nursery - Perkins
Louisiana Nursery - Coursey
Louisiana Nursery - Florida
Louisiana Outdoor Kitchens
Lux Salon
Ma Maison de Beaute
Main Street Market
Maison Victoria Antiques
Mansur's on the Blvd.
Marcello's Wine Warehouse
Marino's Florist & Gifts
Martin Wine Cellar
Martin's Framing & Gallery
Matherne's Supermarket

Maxwell's Market - Corporate
Maxwell's Market - Perkins
McLavy's, Ltd. Clothing
McMillin Interiors
Monjuni's Restaurant -
Highland
Mosaic Garden
Nature's Treasures
Naylor's Tru Value Hardware
Notoco Electric & Lighting
O'Neill's Music House
Oh Baby!
Old South Lighting &
Ironworks
Olde Town Emporium
Orso Designs, LLC
P. Tree Textiles
Paper 'N' Things
Paris Parker Salon
Pearson's Travel World
Pella Windows & Doors
Prosource Wholesale Floor
Peregrin's Florist
Pompeii Stone Works
Portofino Papers
R. J. Jenkins Granite & Tile
Re/Max Real Estate Group
Red Door Interiors
Red Onion
Rickey Heroman's Flowerland
Rogers & McDaniel Antiques
Rue Cou Cou
Sabai Jewelry Gallery
Sabine Pools & Spas
Samir's Rugs
Sensation Spa
Southern Plantation Shutters
Southside Produce
Stafford Tile & Stone
Stanton's Ace Appliance -
N. Sherwood Forest
Stanton's Ace Appliance -
Perkins
State Capitol Welcome Center
Stoma's Furniture
Stranz Hair Salon
SunBelt Lighting
SWBC Mortgage
Teche Electric Supply
The Cottage Retreat
The Foyer
The Gallery Salon
The Gilded Lily
The Latin Quarter
The Little House
The Royal Standard -
Perkins Overpass
The Royal Standard -
Perkins South
The Rug Place
The Woodburners
Travis Ltd. Clothing
Triton Stone Group
Ty Larkins Designs
Tyler & Possa Law Firm
U.U. Rushing Flooring
Unfinished Furniture Center
United Design Stone
Vernon's Hardware
Via Consignment
Victoria's Toy Station

PORT ALLEN

Brian's Furniture
**PRAIRIEVILLE/
GONZALEZ**
Flooring Direct

Distribution Locations

Frank's Restaurant
Gorman Bros. Appliances
& Lighting
Harb's Oasis
Louisiana Nursery
On the Half Shell
Ultimate Storage Systems
Wall Décor and More

LAFAYETTE

A Bryans Jewelers
A Kitchen By Design
A La Carte
Accent Studios
Adrien's Supermarket
Albarado's Fine Furnishings
Allure Enhancement Center
All Seasons Nursery
All Wood Furniture
Ashero Spa
Audio Video Innovators
Ballins Ltd.
Bare Wood Furniture
Barnel's Framing
Bassett Furniture Direct
BD Kitchen Co.
Bella Luna
Blue Dog Café
Brothers on the Blvd.
Busch Fireplaces
Caroline & Company
C'est Toi
Champagne's Market
Charm
Cigar Merchant
City Club Bar & Grill
Coburn's Supply
Coccolare
Concepts Gallery & Framing
Cullen's Playland
Cyrus Oriental Rugs
De Madera
Don's Seafood Hut
Doug Ashy Building Materials
Dunn's Designs
Entre Nous
ERA Stirling Properties
Eros
Fabriques
Fleur de Lis
Gallery 912/The Frame Shop
Granicrete
Harrison Paint Company
Interior Fabrics
Jane Fleniken's Antiques &
Interiors
Jimstone Co.
Judice Campbell Design
Keller Williams Realty
Koi
LA Digital
La Fondas
Lafayette Antique Market
La-Z-Boy Furniture Gallery
Le Marche' Antiques
LeBoeuf's Affordable
Materials
Les Amis
Little Veron's Supermarket
Logan Farms Honey Ham
Louise's Unfinished Furniture
Louisiana Board Of Realtors
Main Street at River Ranch
Marshalls Garden Showplace
Mattress Gallery
Mike Baker Brick
Mike Murphy Designs
Natalee

Native Sun Nursery & Gifts
Notoco Electric
Olinde's Furniture
O'Neal Flooring Center
Organically Yours Health
Food
Partners
Pascale Spa
Paul's Jewelry - Oil Center
Paul's Jewelry - River Ranch
Paul Michael Company
Pearson's Luggage
Pella Windows & Doors
Percy Guidry's Hearth & Patio
Personally Fit
Pieces of Eight
Pippin McGee
Posh Exclusive Interiors
Pottery Gardens
Quiznos Subs
Rebecca
Red Lerilles Health Cub
Renaissance Market
Rick's Gallery
Rita Durio Interiors
River Dance
River Garden Florist &
Interiors
Rug Gallery
Sabine Pools & Spas -
Kaliste Saloom
Sabine Pools & Spas -
W. Congress
Southern Bath & Kitchen
Spa Mizan
Spoiled
Stoma's Furniture
Studio One 2 One
SunBelt Lighting
Swags and Tassels
Teche Drugs,
The Gift Shoppes at
Tenzie and Company
The Floor Store of Acadiana
The Gardenaire
The Health Club at City Club
The Kitchen and Bath
Showplace/LCR
The Living Room
The Nest
The Royal Standard
The Shutter Shop
Top's Woodwork
United Tile
Van Eaton & Romero
Real Estate - River Ranch
Van Eaton & Romero
Real Estate - Kaliste
Saloom
W Home Furnishings
Watercolors Gallery

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*Renaissance Publishing Group LLC
reserves the right to alter this
distribution list at any time,
with or without notice.*

Rates & Specs

DESIGN SPECIFICATIONS

- House and Home uses computer-to-plate (CTP) technology in 150 line-screen format on a heat-set web press.
- Print-ready ads must be supplied in high-resolution PDF format (found in Acrobat Distiller's Default settings) or TIFF/JPEG format with CMYK photos/images and embedded fonts.
- Advertisers enjoy complimentary ad design with a maximum of three proofs.
- Photography is extra. Inquire about fees and packages.
- When photos or artwork are supplied, digital images must be 300 dpi in TIFF or JPG format. Images from the Web (72 dpi) are not accepted. Supplied images must be CMYK (four-color process).
- Ads that bleed must conform to bleed specifications.

TRIM SIZE: 9 in. wide by 10.875 in. tall
LIVE AREA: 8.5 in. wide by 10.375 in. tall
BLEED SIZE: 9.25 in. wide by 11.125 in. tall

PLACEMENT

It may not be possible to meet requests for special placement. For ads other than the Preferred Positions, a 15% premium is charged for guaranteed placement.

COLOR REPRODUCTION

We produce ads to pleasing color. We strive to match our clients' color specifications, but we do not guarantee a perfect match.

SUBMITTING ARTWORK OR PRINT-READY ADS

E-mail to ads@houseandhomemagazine.net

INSERTS

Customer-supplied flyers, postcards or brochures can be inserted into the publication. Size and placement restrictions apply. Inquire about additional costs and specifics.

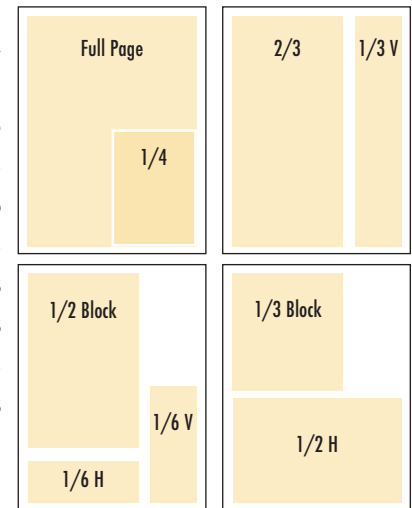
SIZE	1x	4x	7x	10x
Full page	\$2,155	\$1,960	\$1,875	\$1,705
2/3 page	\$1,315	\$1,255	\$1,195	\$1,140
Half page	\$985	\$935	\$895	\$855
1/3 page	\$685	\$650	\$625	\$595
1/4 page	\$630	\$575	\$510	\$445
1/6 page	\$465	\$415	\$385	\$340

PREFERRED POSITIONS	7x	10x
Back Cover	\$2,020	\$1,925
Inside Front Cover	\$1,935	\$1,845
Inside Back Cover	\$1,870	\$1,780
Page 3 (Opening Spread)	\$1,870	\$1,780
Page 5 (RHR)	\$1,780	\$1,710
Facing Table of Contents	\$1,870	\$1,780
Facing Publisher's Note	\$1,870	\$1,780

Preferred positions require consecutive monthly inserts.
 All rates are net.

SIZEWIDTH & HEIGHT

- Full Page (non-bleed)775 x 9.875
- Full Page (bleed)9.25 x 11.125
- 2/3 Page5 x 9.875
- 1/2 Page Block5 x 7.45
- 1/2 Page Horizontal7.75 x 4.8
- 1/3 Block5 x 4.8
- 1/3 Vertical2.5 x 9.875
- 1/4 Block3.75 x 4.8
- 1/6 Vertical2.5 x 4.8
- 1/6 Horizontal5 x 2.35



WEB AD SPECS

180 x 150 pixels = 2.5" x 2.083"	\$95/month
180 x 250 pixels = 2.5" x 3.472"	\$145/month
180 x 360 pixels = 2.5" x 5"	\$195/month

(Width x Height)

HOUSE AND HOME MAGAZINE

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ISSUE DATE	SPACE RESERVATION
Jan/Feb 2012	January 6, 2012
March 2012	February 6, 2012
April 2012	March 6, 2012
May 2012	April 6, 2012
June 2012	May 7, 2012
July/August 2012	June 6, 2012
September 2012	August 6, 2012
October 2012	September 6, 2012
November 2012	October 8, 2012
December 2012	November 6, 2012