

OLD-HOUSE INTERIORS  
**DESIGN**  
SOURCEBOOK

2013 EDITORIAL  
& ADVERTISING  
CALENDAR



**The Design Sourcebook** is an annual, book-size compendium of period-inspired and traditional design products for inside and outside the home.

This resource guide is well organized and illustrated with helpful editorial sections as well as product photos and company write-ups.

**Ad Closing: May 3, 2013**

**Ad Materials Due: May 10, 2013**

**On Sale Date: July 23, 2013**

Designers, old-house owners, and those planning to become stewards of old houses covet this special-edition product directory. America's old house aficionados refer to its pages for guidance again and again. A listing in this book is an implied endorsement making it a great choice for promoting period-style furnishings, decor, building and restoration products.

Advertising opportunities include category sponsorships, display ads ranging from full page to 1/12, and enhanced listings.



OLD-HOUSE INTERIORS  
**DESIGN**  
 SOURCEBOOK

2013 ADVERTISING  
 OPPORTUNITIES  
 & RATES



**2013 ADVERTISING RATES**

| Category Sponsorships                   |          |
|---|----------|
| Super Category Sponsorship, exclusive   | \$10,450 |
| Sub Category Sponsorship, non exclusive | \$5,016  |

| Display Rates    |         |
|------------------|---------|
| Full page        | \$3,840 |
| 1/2 page         | \$2,649 |
| 1/3 page         | \$2,064 |
| 1/4 page         | \$1,646 |
| 1/6 page         | \$1,123 |
| 1/12 page        | \$993   |
| Enhanced Listing | \$836   |

| Premiums    |         |
|-------------|---------|
| Cover 2     | \$5,974 |
| Cover 3     | \$5,725 |
| Cover 4     | \$6,875 |
| Pages 1,5,7 | \$5,476 |

**MAGAZINE SIZE**

Trim Size: .....9" x 10.875"  
 Live Area on Bleed Ads: .....25" from Final Trim

**AD SIZES**

W X H

|                       |                  |
|-----------------------|------------------|
| Full Page (bleed)     | 9.25" x 11.125"  |
| Spread 2 page (bleed) | 18.25" x 11.125" |
| 2/3 Page Vertical     | 4.75" x 9.875"   |
| 1/2 Page Horizontal   | 7.25" x 4.75"    |
| 1/2 Page Vertical     | 3.5" x 9.875"    |
| 1/2 Page Island       | 4.75" x 7.25"    |
| 1/3 Page Vertical     | 2.25" x 9.875"   |
| 1/3 Page Square       | 4.75" x 4.75"    |
| 1/4 Page Vertical     | 3.5" x 4.75"     |
| 1/6 Page Horizontal   | 4.75" x 2.25"    |
| 1/6 Page Vertical     | 2.25" x 4.75"    |
| 1/12 Page Square      | 2.25" x 2.25"    |

**PRESS SPECIFICATIONS**

Printing: .....Web Offset  
 Ink: .....4-Color Process, SWOP Standards  
 Line Screen: .....150 Line Screen  
 Binding: .....Perfect Bound