

# DREAM HOME SHOWCASE

LOG • TIMBER • HYBRID • CUSTOM

## AUDIENCE



The upper end of our audience demographic, the readers of **Dream Home Showcase** appreciate the finer things in life. Many read *Architectural Digest*. All are captivated by beautiful homes, artful decor, and tasteful furnishings. This group of well-educated, affluent consumers knows what they want and how to get it. Goods and services that speak to “quality of life” do very well with this group.

### AT A GLANCE

- 64% are female
- 36% are male
- 23.85% have incomes greater than \$200,000
- 92% read Architectural Digest
- 64% are planning to build a new home within two years
- 15% have a building budget of \$500,000+

### FEATURE PACKAGE

Four, six, eight and ten page spreads featuring photos and editorial content of your choosing. Every listing in our Feature section also comes with a one-page Floor Plan listing. Having a feature in Dream Home Showcase is an implied endorsement—a beautiful, enticing and polished brochure for your brand bound within the pages of a respected publication.

### FLOOR PLANS

The Dream Home Showcase Floor Plan section is a reader favorite. With one, two and four-page options, this is the best place to showcase your most popular and successful home designs.

### DISPLAY

Tap into the strength of this upscale readership with a beautiful and versatile display ad. Full page and half page options available.

### THE MARKET

Available in sizes of 1/4 and 1/8 pages or as a popular full-page Decor & Lifestyle ad, The Market is a smart and economical choice to get your brand in front of this powerful audience.

### THE CONTACTS

Features company name, logo, web site and contact information.

### PREMIUMS

Make sure you are the first to be seen when readers excitedly open each issue of Dream Home Showcase. Options include the popular inside cover spread, front of book spread or inside back cover spread. These premium placements are the perfect choice to ensure your brand is respected, admired and remembered.