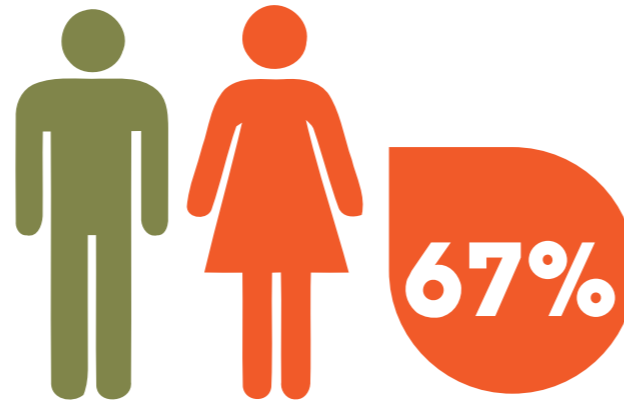


Readership Demographics

33%



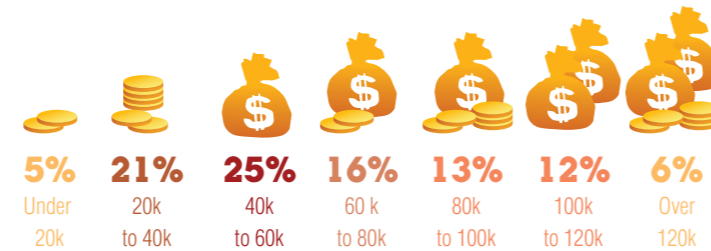
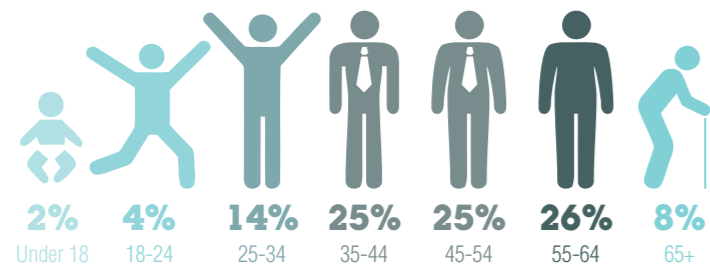
67%

Who are our readers?

50% of our readers are 35 to 54



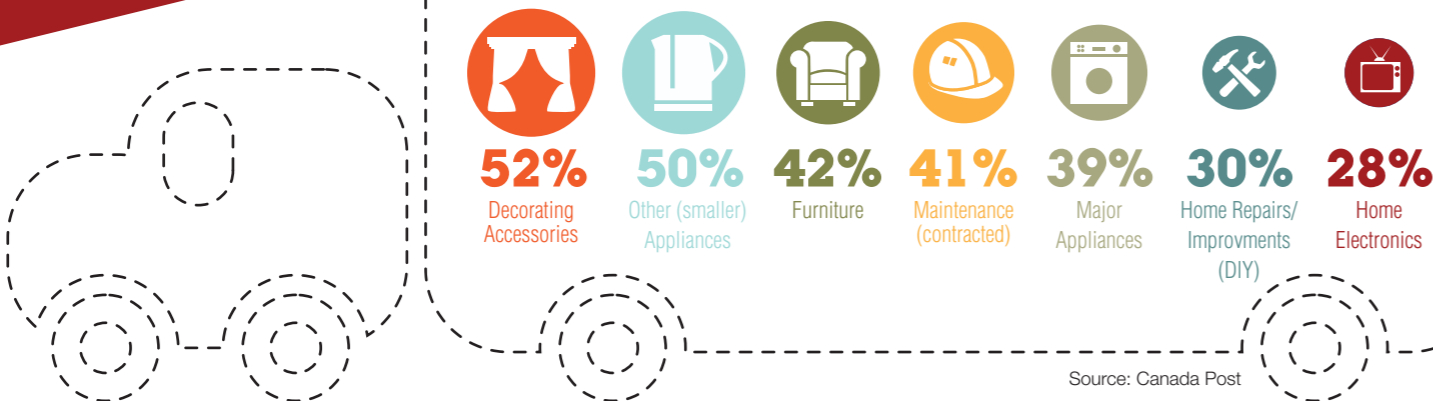
50% have household incomes > \$60,000



On the Avalon Peninsula, movers spend **\$36,888,528** annually on furniture / flooring / building supplies & hardware / home decor

New Home Owner Spending Habits

Household Income	Average Spent
\$35,000 - \$50,000	\$5,011
\$50,000 - \$70,000	\$7,549
\$70,000+	\$10,681



Source: Canada Post

Top 10 reasons why magazines should be on your radar:

- 1 Magazines and magazine ads capture focused attention: The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising.
- 2 Magazine advertising is targeted: Magazines engage readers in very personal ways. There's a magazine for every passion and a passion for every magazine. Use magazines to reach your target audience in a meaningful way — a way in which Specialty TV just can't compare. Plus magazine readers reach the affluent, those with disposable income to buy advertised brands.
- 3 Magazine advertising is relevant and welcomed: Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.
- 4 Magazines are credible: Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.
- 5 Magazines offer a lasting message: Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits. Consumers clip and save magazine ads for future reference.
- 6 Magazines deliver brand relevant imagery: Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.
- 7 Magazine advertising drives web searches and visits: Magazines are where consumers go for ideas and inspiration. That's why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.
- 8 Magazines drive the purchase funnel: Magazines are effective across all stages of the purchase funnel, especially brand favourability and purchase consideration, the most sought after metrics that are hardest to sway.
- 9 Magazine advertising enhances ROI: Allocating more ad dollars to magazines in the media mix improves marketing and advertising ROI.
- 10 Magazines sell: Study after study prove that magazines help drive sales objectives, as a stand alone medium or in combination with others. Over half of readers act on exposure to magazine ads.

Source: Magazines Canada

Magazine Stats



73% of readers save pages for future reference

89% of readers consider magazine advertising as a reader service and not an annoyance or interruption.

Advertorials

They are a good way for advertisers to communicate info about their products

76% strongly agree

They generally provide me with more information than a regular advertisement

68% strongly agree

It should be made clear that these are advertisements or promotional messages and not part of the magazine's editorial content

66% strongly agree

Advertorials are sources of new ideas and ways to use products

62% strongly agree

advertising rates

Full Colour Display	Cost
DPS	\$3,995
1 Page 8.375" x 10.875" (bleed size 8.625" x 11.125")	\$2,399
1/2 Page 7.25" x 4.875" or 3.5" x 9.875"	\$1,440
1/4 Page 3.5" x 4.875"	\$864

Covers	Cost
OBC	\$2,998
IBC	\$2,640
IFC	\$2,830



The CPM for each size:

- DPS: \$133.17 (13¢ / copy)
- Full page: \$79.97 (8¢ / copy)
- 1/2 page: \$48 (5¢ / copy)
- 1/4 page: \$28.8 (3¢ / copy)

Multiple issue booking discount

- 5% discount, two issues;
- 10% discount, three issues;
- 20% discount, four issues
(not applicable to marketplace)

advertising deadlines

Spring 2017	February 8
Summer 2017	May 12
Fall 2017	August 18
Winter 2017	November 7

Months of Distribution

March | June | September | December



The best in current home decorating and design while celebrating the rich history of the province with articles featuring historical and traditional homes. Presented in high quality print with captivating photography and creative writing. *Home & Cabin* is also the spotlight for the work of local designers, decorators, artists, artisans, crafters and builders.

If you have any questions or would like to find out more about advertising in Home & Cabin please contact:

Home and Cabin
43 James Lane,
St. John's, NL
A1E 3H3
709-726-5113
advertising@homeandcabin.ca
www.homeandcabin.ca



New Home Owner Initiative*: 16%

Business mailing list: 8%

Subscription/single copy sales/partner locations 76%



From the publishers of
Downhome



Recurring Features

at home
stuff we love
meet the...
creative minds
at the cabin
projects
your yard

Home and Cabin is a home design, decorating and renovating magazine featuring Newfoundland and Labrador homes and cabins from across the province. Showcasing gorgeous interiors, inspiring designs and the latest and greatest in home products and accessories, *Home and Cabin* offers its readers valuable tips for creating the living space of their dreams.

* The New Home Owner Initiative reaches anyone who has purchased a new home, an existing home or have changed addresses.