



new homes | décor | landscaping | real estate



ideal home

media planner 2009

ideal home

MUCH MORE THAN JUST
NEW HOME DESIGN...



With more than 80,000 new homes and condos built in Ontario last year, according to the Ontario Home Builders' Association, it is no wonder homebuyers are dazzled by the choices.

IDEAL HOME magazine reaches 128,000 readers* in the Golden Horseshoe area who are eager to get clear and concise information about what new homes are available as well as interior design and landscaping ideas. The new home profiles take the confusion out of the buying decision by presenting overviews of new home developments in a simple and appealing way.

However, IDEAL HOME doesn't stop there – which is why it is a unique homes magazine. Complementing these profiles are design ideas for indoors and out, that are appropriate long after homeowners have moved in. With five issues a year, IDEAL HOME magazine reaches an audience that is keen to buy a new home and eager to customize it with creature comforts.

**40,000 copies x 3.2 readers per copy*



TARGET THE AUDIENCE YOU WANT TO REACH

IDEAL HOME magazine is specifically targeted to reach an audience of 40,000 households in the Golden Horseshoe region of Ontario, as well as at Chapters and Indigo book stores. Readers are 30-55 years of age and have a household income of about \$100,000 to \$150,000. They represent the majority of consumers who purchase residential dwellings and all of the products and services that accompany moving into a new home.

2009 PUBLISHING DATES

ISSUE	AD CLOSING	MATERIAL DUE DATE	ISSUANCE DATE
February	December 19	January 16	February 11
April	March 13	March 20	April 22
June	May 15	May 22	June 24
September	August 28	September 4	October 7
November	October 16	October 30	November 25

IN EVERY ISSUE

NEW HOMES AND CONDOS

Finding a great place to live just got a lot easier. Every issue of **IDEAL HOME** magazine profiles exciting new home developments ranging from affordable townhomes and condos for first-time buyers, to the most luxurious, custom-inspired detached homes for upscale tastes.

MODEL HOME OF THE MONTH

Take a visual tour of a new homebuilder's model home to see just how gorgeous a home can be.

INTERIOR DESIGN

Outfit your home with the latest paint colours and furnishings from local retailers. We pull the best and brightest from local shops to let readers know what's available.

LANDSCAPING

First impressions are important. Expert landscapers advise on how to dress up the exterior of a home from welcoming walkways and lighting at the front, to pleasing patios and gardens at the back.

FOCUS ON THE FUTURE

What's on the horizon for new homes? New home design trends, amenities, materials and methods give readers a sneak peek at homes of the future.

LOCAL CELEBS

We put the spotlight on home builder and retailer events and news.

ADVERTISING RATES

	1X	3X	6X
FULL PAGE	\$2,500	\$2,180	\$1,880
DPS	\$4,400	\$3,840	\$3,300
1/2 PAGE ISLAND	\$2,050	\$1,790	\$1,550
1/2 PAGE	\$1,550	\$1,320	\$1,120
1/4 PAGE	\$1,025	\$895	\$775
COVERS			
IFC, OBC	\$3,000	\$2,700	\$2,200
IBC	\$2,800	\$2,500	\$2,000
FRONT COVER PROFILE			\$5,000
INCLUDES: Front Cover Company Name and Photo plus Double Page Editorial Feature with photos and Full Page Ad.			
MODEL HOME OF THE MONTH			\$3,750
INCLUDES: Double Page Editorial Feature with photos, plus Full Page Ad.			
SUPPLIER OF THE MONTH			\$3,750
INCLUDES: Double Page Editorial Feature with photos, plus Full Page Ad.			
RETAILER OF THE MONTH			\$3,750
INCLUDES: Double Page Editorial Feature with photos, plus Full Page Ad.			
SPECIAL POSITION CHARGE 20% surcharge, space only.			
INSERTS/OUTSERTS Rates available upon request.			



ADVERTISING SPECIFICATIONS

STANDARD UNIT SIZES

FULL PAGE	8.125" x 10.75"	(trim size)
FULL PAGE	8.625" x 11.25"	(bleed size)
FULL PAGE	7.125" x 9.75"	(safe image)
DPS	16.25" x 10.75"	(trim size)
1/2 PAGE ISLAND	4.375" x 7.125"	(island)
1/2 PAGE	7.125" x 4.625"	(horizontal)
1/2 PAGE	3.312" x 9.75"	(vertical)
1/4 PAGE	7.125" x 2.0625"	(horizontal)
1/4 PAGE	3.312" x 4.625"	(vertical)

BINDING Saddle-stitch

INSERTS Polybag, tip-on, blow-in or stitch-in

MECHANICALS

PREFERRED FILE FORMAT High resolution PDF

ACCEPTABLE FILE FORMAT (MAC)

InDesign, QuarkXPress, Photoshop or Illustrator.
Include all images, MAC fonts and colour proof.

RESOLUTION AND FORMATS 300 dpi; CMYK;
INDD, QXD, TIFF or EPS.

TRANSPORT MEDIA CD, DVD or FTP

FTP SITE HOST: ftp.metroland.com

USER ID: adbank

PASSWORD: csl (that's "l" as in "light")

INITIAL DIRECTORY: FMG

SUB-DIRECTORY: Ideal Home

EMAIL production@formulamediagroup.com



FORMULA MEDIA GROUP

Publishing, printing and event management.

447 Speers Road | Suite 4 | Oakville | Ontario | L6K 3S7 | t: 905.842.6591 | toll free: 1.800.693.7986 | f: 905.842.4432

www.formulamediagroup.com