

NEW YORK HOUSE

THE HOME AND REAL ESTATE MAGAZINE FOR SMARTER LIVINGSM



Mission Statement

New York House is a monthly magazine dedicated to green and sustainable living. A hybrid between a B2B and consumer magazine, *New York House* reaches a diverse audience of power brokers/decision makers in the development, real estate, home furnishings and design services markets. We also reach thousands of consumers from New York City to upstate, who value their homes and the products that make their life comfortable and sustainable.

WE REACH RESIDENTIAL & COMMERCIAL TRADES

- Developers
- Builders
- Architects
- Real Estate Professionals
- Interior Designers
- Landscape Architects and Designers

... AND RESIDENTIAL CONSUMERS

- HHI \$195K+
- Approximately 70% women
- 20% live in New York City
- 30% own a 2nd home
- 14% plan to invest in an apartment/condo/pied-a-terre in the city
- 75% annually buy quality goods to enhance their lifestyle (appliances, home furnishings, outdoor accoutrements)

Psychographically, our readers are people whose homes are important to them. They enjoy entertaining and spending time at home with their family and place a very high value on their time. This is a target that appreciates quality goods and sees the value in buying proven brand names. At the core, this is a practical audience with an appreciation of both the value of their time and their money with an emphasis on sustainability, environmentally friendly products and practices.

Our regular monthly features address key trends in sustainable design, architecture and home building, as well as products and services for the home. While we boast an upscale readership, our content includes do-it-yourself tips and approaches to "greening" one's home that anyone can implement, whether they live in a studio apartment in Manhattan, a farm upstate or a mansion in the Hudson Valley.



Many of our readers work specifically in the home building, home remodeling, or general contracting (construction) industries.



Demographically, *New York House* magazine's consumer readership is made up of adults 30-65, who are affluent, educated and home & family-oriented.



Our readers are also DIYers in the home, i.e., those who are very involved and hands-on with home additions and renovations and furnishings.

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Print advertising Rates 2010

New York House monthly magazine

FULL COLOR	1X	3X	6X	12X
Back Cover	\$ 6,095	\$ 5,310	\$4,790	\$ 4,135
Inside Covers	\$ 5,635	\$ 4,625	\$4,245	\$ 3,475
Full Page	\$ 3,890	\$ 2,990	\$ 2,475	\$ 1,995
2/3 page	\$ 3,500	\$ 2,600	\$ 1,990	\$ 1,685
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1/3 page, vertical or horizontal	\$ 1,890	\$ 1,490	\$ 990	\$ 800

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"Your magazine has increased our brand image and resulted in real business...friends, colleagues, and even competition have called to remark on how fantastic they thought it was."

— Stan Ponte, President,
Previews New York
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9th of every month

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*if design services are needed, ad materials are due by the 9th of every month.