

# HIGH COUNTRY HOUSE&HOME

www.HighCountryHouseAndHome.com | Winter 2010

## High Country House & Home magazine is the authority on Colorado's mountain lifestyle.

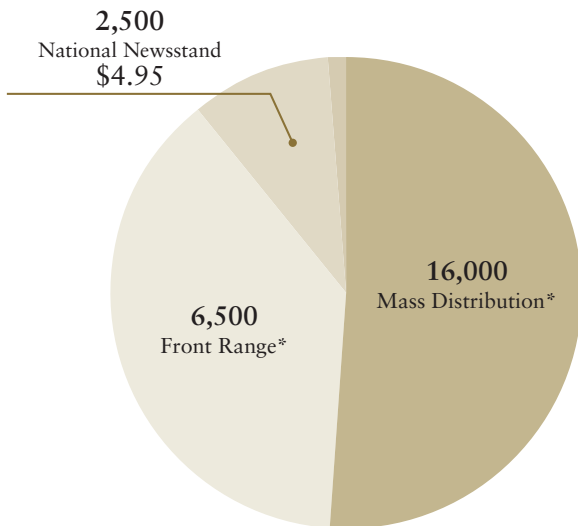
Formerly known as Mountain House & Home, the new High Country House & Home Magazine offers readers the latest trends, tips and techniques for living and designing in the High Country. Featuring homes and personalities from around the state, each issue presents a comprehensive editorial package to a focused audience. From do-it-yourself remodeling techniques to expert advice on design to entertainment ideas, we cover it all.

*Welcome to the High Country. Welcome home.*

## Readership

High Country House & Home readers are college educated property owners with at least one home in the Colorado Rockies. They are interested in designing, building or purchasing a home and turn to us for the latest industry information. Front Range readers are looking to purchase a mountain property or already own a second home in the resort communities.

Our readers are primarily female, ages 34-59, with an average household income of \$124,000. They average 2.6 children per household and state themselves to be the primary decision maker in the home.



\* home related businesses, real estate offices, banks, hotels and high-traffic locations



## EDITORIAL THEMES

- Featuring one-of-a-kind mountain homes
- Tips and trends from respected designers
- The latest technologies and sustainable practices
- And much more!

## DEADLINES

	SALES CLOSING	MATERIALS DUE	RELEASE DATE
<b>WINTER '10</b>	OCT 08	OCT 15	NOV 5
<b>SPRING '11</b>	JAN 21	JAN 28	FEB 18
<b>SUMMER '11</b>	APR 22	APR 29	MAY 20
<b>FALL '11</b>	JUL 22	JUL 29	AUG 19
<b>WINTER '11</b>	OCT 21	OCT 28	NOV 18

# ADVERTISING RATES

## PRINT + INTERNET = BEST VALUE

COVERS	1X	2X*	4X**
Inside Front Cover	\$2,900	\$2,465	\$2,175
Outside Back Cover	\$3,100	\$2,635	\$2,325
Inside Back	\$2,700	\$2,295	\$2,025
2 Page Spread	\$3,700	\$3,145	\$3,775
INSIDE	1X	2X*	4X**
Full page	\$2,299	\$1,954	\$1,724
2/3 page	\$1,800	\$1,530	\$1,350
1/2 page spread	\$2,500	\$2,125	\$1,875
1/2 page vertical	\$1,400	\$1,190	\$1,050
1/2 page horizontal	\$1,400	\$1,190	\$1,050
1/3 page	\$1,050	\$893	\$788
1/4 page	\$900	\$765	\$675
Ask the Experts (\$500 with Display ad)	\$1,050	\$893	\$788

\* 15% discount \*\* 25% discount

## INTERNET ONLY

	Annual/\$75mo	6 month/\$85mo	3 month/\$100mo
Leaderboard	\$900	\$510	\$300
Big Box	\$900	\$510	\$300
1/2 page	\$900	\$510	\$300

## SPECS

- All Ads are Full Color, CMYK.
- All Ads must be 300dpi or greater.
- Camera Ready Ads will not be modified.
- Full Color or Black & White Ads are the same price.
- Spot color will be converted to four-color process.
- 20% Premium for Preferred Placement

## ONLINE

Ad sizes, specs, prices, deadlines

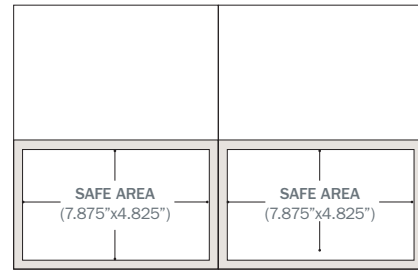
# AD SIZES



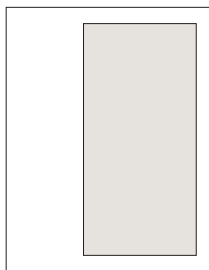
**DOUBLE TRUCK**  
17.25" x 11.125"  
(16.75" x 10.875" trim)



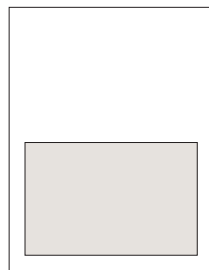
**FULL PAGE**  
8.625" x 11.125"  
(8.375" x 10.875" trim)



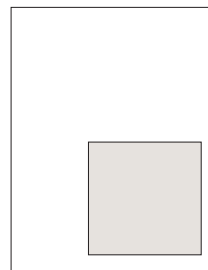
**1/2 PAGE SPREAD**  
17.25" x 5.45"  
(16.75" x 5.325" trim)



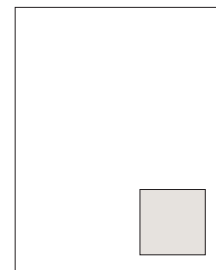
**2/3 page**  
4.75" x 9.75"



**1/2 Horizontal**  
7.25" x 4.75"



**1/3 Square**  
4.75" x 4.75"



**1/6 Square**  
1.375" x 1.375"

# ADVERTISER AGREEMENT

AD SIZE AGREED: \_\_\_\_\_

PRICE: \_\_\_\_\_

DATE: \_\_\_\_\_

**TERMS:** 50% Cancellation fee will be imposed after deadline. All invoices are due by the 15th of the month following publication of the magazine.

**GUARANTEE:** By signing below, you unconditionally guarantee and promise to pay Colorado Mountain News Media, according to the terms set forth, on demand, any and all indebtedness including collection agency or attorney fees and costs.

ADVERTISER NAME (PLEASE PRINT): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

ACCOUNT EXECUTIVE: \_\_\_\_\_ DATE: \_\_\_\_\_