

atomic ranch



MEDIA KIT

2016/2017

What is the **Atomic Ranch**



After WWII, there was a huge building boom to alleviate America's severe housing crunch. Across the nation, millions of tract homes were constructed in virtually every state, and the single-story ranch and its stylish cousin, the modernist tract home, became popular. That aesthetic lasted through the "atomic age," well into the 1970s, when 75% of all new homes were in the ranch style.

Postwar neighborhoods from coast to coast are now considered historic, and their homes are embraced by a new generation of owners.

Atomic Ranch celebrates Midcentury Modern home design, focusing on the homeowners' experience and lifestyle, from renovations and remodels to furnishings and décor with minimalist style. With one million engaged annual readers, *Atomic Ranch* reaches America's affluent, educated, passionate midcentury enthusiasts.



Atomic Ranch Reader Profile

56%/44%

Female Male

66%

31-50 years old

66%

Earned Bachelor's degree

29%

Earned advanced degree

39%

\$100+ HH income

88%

Own their home

53%

\$250,000+ home value

68%

Lean toward Midcentury Modern/
contemporary design

78%

Have patronized *Atomic Ranch*
advertisers



Reader Interests

83%

Furnishings

76%

Art and accessories

59%

Landscaping

44%

Construction materials

38%

Appliances

Our readers are looking for products and services to improve their Midcentury Modern homes. As one fan said, "I love your magazine for its ideas, variety of homes and the advertisers who help inspire me in my quest to renovate my home."

As an advertiser, YOU

- Reach our targeted, loyal readers
- Gain valuable editorial exposure
- Tap an affluent, engaged homeowner at reasonable rates

Testimonials

"*Atomic Ranch* is, without a doubt, the most targeted and effective place to advertise Midcentury Modern-styled products. I am contacted almost daily by *Atomic Ranch* readers who never would have known about my company if not for the magazine. These readers are knowledgeable, passionate about the style and ready to buy. I'm an advertiser for life!" **Kelley Sandidge, owner, Hip Haven**

"Introducing myself in a crowd of Midcentury Modern enthusiasts recently, people didn't know my face but instantly knew my name and work from my ads in *Atomic Ranch*. As an artist, that's really powerful and I recognize the magazine has done a lot for my career." **Bruce Yager, artist, Jetset Retro Designs**

"We have been advertisers in *Atomic Ranch* since 2005.

The magazine content is perfect for the Midcentury Modern remodeling enthusiasts who buy our tile. We've consistently had a great return on our advertising investment with *Atomic Ranch* Magazine. They're great people, too!" **Rebecca Lonergan, Founder/Creative Director, Modwalls Tile Company**



Circulation

Frequency: 6x/year, **Copies Per Issue:** 54,000,

Newsstand: 78%, **Subscriptions:** 22%,

Audience Each Issue: **270,000**





2016/2017 **Editorial** Calendar

Atomic Ranch Presents: **THE DESIGN ISSUE** **2016**

As the trusted Midcentury Modern design resource, Atomic Ranch presents *The Design Issue*, a retrospective on timeless style. To include profiles on original designers and the modern makers they've influenced, product guides and dream-worthy rooms—a historical perspective on design for the Midcentury Modern home enthusiast.

Ad close: 8/24/16
Materials due: 9/01/16
On sale: 10/25/16

WINTER 2016

- Tour three carefully restored homes from coast to coast that are filled with personality and cheer.
- Update, refinish, restore: It's time to heat up the fireplace.
- Get holiday-ready with our ultimate gift guide for the Retronaut.

Ad close: 9/21/16
Materials due: 9/29/16
On sale: 11/22/16

SPRING 2017

Ad close: 11/30/16
Materials due: 12/8/16
On sale: 1/31/17

Atomic Ranch Presents: **THE RENOVATION** **GUIDE 2017**

Ad close: 2/1/17
Materials due: 2/9/17
On sale: 4/4/17

SUMMER 2017

Ad close: 3/29/17
Materials due: 4/6/17
On sale: 5/30/17

FALL 2017

Ad close: 5/31/17
Materials due: 6/8/17
On sale: 8/1/17

Atomic Ranch Presents: **THE DESIGN ISSUE** **2017**

Ad close: 8/2/17
Materials due: 8/10/17
On sale: 10/3/17

WINTER 2017

Ad close: 9/27/17
Materials due: 10/5/17
On sale: 11/28/17

Editorial content subject to change.

Ad Sizes and Specifications

MECHANICAL REQUIREMENTS

Printing: Web Offset

Binding: Perfect Bound

Trim Size: 8-3/8" x 10-7/8"

MATERIAL REQUIREMENTS

Digital Files: PDF 300 DPI

Total maximum dot densities: 180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date. This includes ad copy, photographs, logo, etc., needed to build the ad. Engaged Media, Inc., will supply a price quote for authorization based on the amount of work necessary to complete the ad. Alterations and corrections requested to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date.

Please note: Unless specified through prior written agreement with the Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

Final Trim: 8-3/8" x 10-7/8"

Standard Units

Width & Depth

Double page spread	16-3/4" x 10-7/8"
Full page	8-3/8" x 10-3/8"
1/2 page horizontal	7-3/8" x 4-13/16"
1/2 page vertical	3-5/8" x 9-7/8"
1/3 page horizontal	7-3/8" x 3-1/8"
1/3 page vertical	2-3/8" x 9-7/8"
1/3 page square	4-3/4" x 4-7/8"
1/4 page	3-5/8" x 4-7/8"
1/5 page horizontal	7-3/8" x 1-7/8"
Business card	3-1/2" x 2"

***Live Area:** Type and other image not intended to bleed must be kept 1/4" from final trim.

Full-Page Bleed (all 4 sides):

8-5/8" x 11-1/8" deep

Full-Bleed Spread (all 4 sides):

17" x 11-1/8" deep

Rates

	1X	4X (-10%)	6X (-15%)
Two-page premium	\$3,600	\$3,240	\$3,060
2-page spread	\$3,200	\$2,880	\$2,720
Back cover	\$3,200	\$2,880	\$2,720
1-1/2 page masthead	\$2,700	\$2,430	\$2,295
Inside front cover	\$2,700	\$2,430	\$2,295
Inside back cover	\$2,700	\$2,430	\$2,295
Page 1	\$2,700	\$2,430	\$2,295
Full page	\$2,100	\$1,890	\$1,785
1/2 page masthead	\$1,710	\$1,179	\$1,114
1/2 page	\$1,310	\$1,539	\$1,454
1/3 page	\$900	\$810	\$765
1/4 page	\$700	\$630	\$595
1/5 page	\$560	\$504	\$476
Business card	\$480	\$432	\$408



Gabe Frimmel

Advertising Sales Director

ENGAGED MEDIA Inc.

22840 Savi Ranch Parkway Suite 200

Yorba Linda, CA 92887

Email: gfrimmel@engagedmediainc.com

PH: 800-332-3330 Ext.1930 FX: 800-249-7761

