

# atomic ranch

MIDCENTURY MARVELS

## What is an Atomic Ranch?

After World War II, there was a huge building boom to accommodate America's severe housing crunch. Across the nation, millions of tract homes were constructed in virtually every state, and the ranch house and its stylish cousin, the modernist tract home, became king. That appeal lasted through the "atomic age" well into the 1970s, an era when 75% of all new homes were ranches.

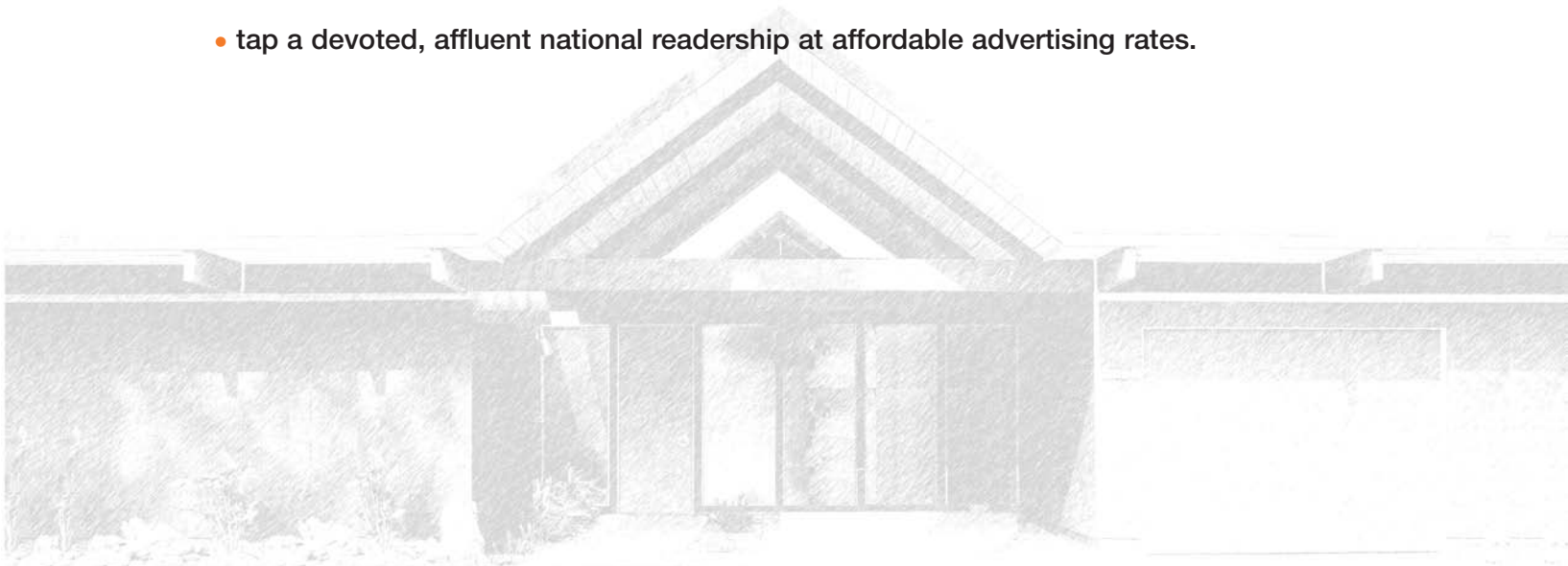
Postwar neighborhoods—from Levittown on Long Island to the Eichler tracts in the Bay Area—are now being hailed as historic by preservationists and embraced by a new generation of homeowners. No other shelter magazine serves the ranch house market. **Atomic Ranch** confirms for readers that their homes are far from boring, and that with the right furnishings, renovations and improvements, they will live cool for the next 50 years.

## Our Reach

Subscribers live in all 50 states, with particularly heavy concentration in California, Texas, Florida and Washington state. Nationally, the magazine is retailed at 1,500 Barnes & Nobles, Borders, Hastings, Books-A-Millions and, in Canada, at the Chapters/Indigo chain. In 2005 **Atomic Ranch** was a "Borders Recommends" title. Many independent booksellers, vintage shops and modernist events carry us as well. International outlets include Australia, New Zealand, West India and Taiwan, and our website ([atomic-ranch.com](http://atomic-ranch.com)) draws heavy traffic to our advertiser links.

## As an Advertiser You

- reach a large, underserved market looking for contemporary furniture and accessories, renovation products, vintage furnishings and lifestyle services
- receive additional exposure through our advertiser web links and editorial opportunities, including "Cool Stuff" product pages and categorized advertising directory
- tap a devoted, affluent national readership at affordable advertising rates.



## Response to Atomic Ranch Ads

“ I want to let you know that AR has been great for us. It is the perfect audience, and now that I've been in it for a while, it is really paying off. One of our clients who found us through you is up in Edmonds, Wash. They have a great ranch, and I just did their kitchen. Thanks for putting out such a great magazine. ”

—Nathan Hartman, Kerf Design

“ I can't tell you how many clients I get from Atomic Ranch, and the positive results I receive from your magazine. ”

—Paul Kaplan, Realtor, Palm Springs, Calif.

“ Your magazine has been a valuable resource while working on every aspect of our house. Whenever we head out on a road trip, we throw a copy of Atomic Ranch into the car along with the road map. We have been known to go out of the way to visit your advertisers or even plan the route around them. Keep up the good work. ”

—Richard Birnie & Ron Wenger, Yuma, Colo.

“ We shop with your advertisers when we travel and let them know how we found them. Most recently we visited Suite Loraine in Cleveland and The Purple Moon in West Virginia. ”

—Andrew Clark & Mike McGough, Alexandria, Va.

“ I took six copies of the current issue to the annual Art Deco Show in San Francisco and they flew off the shelf. Those who had heard about Atomic Ranch mentioned seeing my ad and how they like the magazine. How about that! ”

—Val Perez-Ibardolasa, Retro@home

[www.atomic-ranch.com](http://www.atomic-ranch.com)

## our advertisers

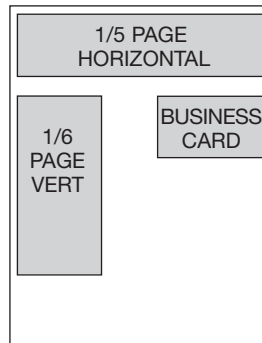
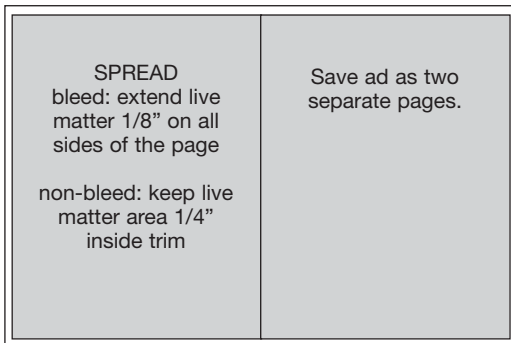
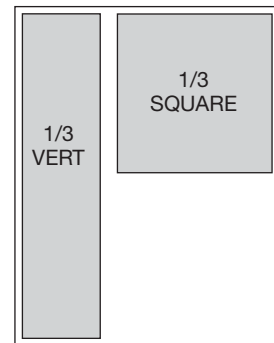
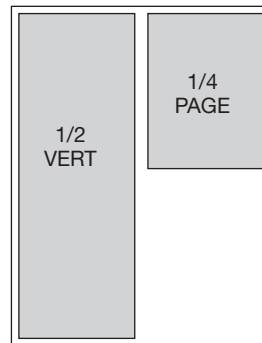
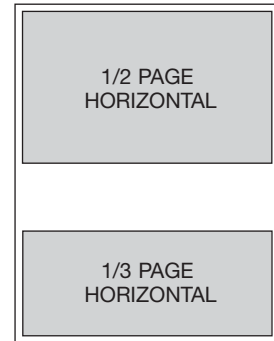
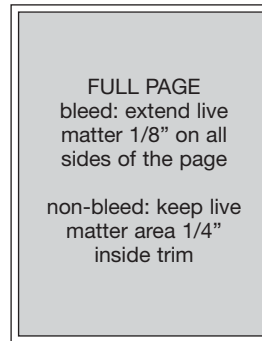
8 Ball•12M Modern•360°Modern  
•Air New Zealand•American Modern Furniture  
•angela adams•Another Time•Art Contractor•  
Art Deco Modernism Show•Artemide  
•Atlas Homewares•Atomic Blond•  
AZZ Design•Babygeared•Babylon Mall•  
Barbara Marquardt•Bauerware•Big Chill•  
Biltmore Colony•Boltz Steel Furniture  
•Boomerang for Modern•California Living  
•Cambronne•Chicago Modernism•  
Collective•Consolidated Design & Mfg.  
•Contemporado Real Estate•Contemporary  
Cloth•customhousenumbers.com•  
Déjà vu•Del Marcos Hotel•Design Smith  
Gallery•Design Wise Modern Baths  
•deedee9:14•Detango•Dig Modern  
•Dolphin Fairs•Donovan Lighting•Doug  
Kramer Properties•Elmira Stoveworks•  
Entenza Modern Classics•EQ3•fabulux  
•European Home•Fat Chance•Fire Farm  
Lighting•Forbo Flooring•Ford•Françoise  
Pichon•Futures Collide•Go-Kat-Go•  
Gomod.com•Goodeye•Gregory LaVardera  
Architect•G Squared Art•Harvey & Assoc.  
•Hennessey + Ingalls•highbrow•Hive•  
The Home Movie Store•Ilikai 1313•Infinite  
Storage Solutions•Inmod•Jace Mattson  
•Jarson & Jarson Real Estate•  
Jetsetretrodesign•Joe Kunkel•Kanell's  
Furniture•Kerf Design•Lampa + Möbler•  
Libby's Vintage Home & Garden  
•LA Modernism Show•Leap Home Realty•  
Len Davis Realty•Lotta Living•Lowbrow  
Furnishings•M&M Enterprises•  
Mainlyart.com•Martiniland.com•Matthews  
Fan Co. •MD Canvas•Meow•Metro Retro  
Furniture•M. Joan Martin•Michael Gamsetter  
•Michael Lambert•Mid-Century Pavilion•  
Mid Mo Modern•Mick Fly LLC•Mile Hi Modern  
•M Modern Gallery•Modlife•Mod Livin'•  
Modern Art Sinks•Modern Cabana•Modern  
Handbag•Modern Homes•Modernica•  
Modern Living•Modern Living Spaces•  
Modern Outdoor•Modern Sarasota  
•Modern Room•Modern Times•  
Modern Vintage•Modern Wall Art•ModernWay  
•Modernist Modular Homes•Moon Shine  
Lamp & Shade•Mosaic Art Supplies•Mosaic  
Tile Market•Mossler Deasy & Doe  
•NoHo Modern•NY Loft•Objects in the Loft  
•One Home•Orbit Gallery•Orbit In•  
Orr Dreamhouse•Otto•Out of Vogue•Pastense  
•Patina Modern•Paul Kaplan Real Estate  
•PCH Modern•Penny Lane•Pink Poodle  
•Planet Oranj•Portland Modern•Posteritati  
Movie Posters•Prime Lending•Prudential  
Palms Realty•The Purple Moon•redpin•  
Rejuvenation•ReproDepot•Reside•  
Retroathome•Retro Inferno•Retroplanet.com  
•Retrospect•Retro World• Revamp•  
Rug Studio•Schoolhouse Electric•Seascapes  
•S.D. Feather Furniture•Shag•simplehuman  
•SkB Architects•SOHO Modernism Show•  
Sonrisa•Spin Mobiles•Springdale•Starlite  
Room•Stella Shows•Sublime•Sublime  
Stitching•Suite Lorain•Sunset Orange  
•Telestar Electronics•Terra Bella Landscape  
Design•Textile Arts•Time Bandits•  
USAarchitecture.com•ValleyModern.com  
•Vassar Interiors•Velocity Art & Design•  
Vessel•Victory Vintage Home•Vintage Collective  
•Vintage Pillows by Lorna•Vince Messing  
Real Estate•The Vintage Collective•Vintage  
Stoves•Vornado Fans•Wachowski•  
Whyr'Hymer Furniture•Woody's•WPT  
Design•Wright•Xcape•YLighting•  
Zahara Design Studio•Zephyr Real Estate

# atomic ranch

MIDCENTURY MARVELS

## Ad Specifications

Ad Size	Dimensions
Double-page spread	16-3/4" x 10-7/8"
Full page	8-3/8" x 10-7/8"
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"
1/6 page vertical	2-5/16" x 4-7/8"
Business card	3-1/2" x 2"



### Magazine trim size:

8-3/8" x 10-7/8", perfect bound;  
keep live matter area 1/4" inside trim,  
7-7/8" x 10-3/8"

### Full bleed specs:

Extend background artwork 1/8"  
beyond trim size all around,  
8-5/8" x 11-1/8"

### Full bleed specs double page spread:

as above, 11-1/8" x 17"

**Atomic Ranch** is produced in QuarkXpress 6.5, Mac format. It is printed digitally in four-color process (CMYK) and is perfect bound with trim size of 8-3/8" x 10-7/8" (plus bleed size of 8-5/8" x 11-1/8").

## Digital Specs

The following are acceptable formats: Adobe Acrobat Distiller PDF up to 7.0, saved as PDFX1a for a high-resolution/print-ready file (preferred format); or QuarkXpress up to 6.5; Adobe Photoshop up to 7.0; Adobe Illustrator up to 9.0.

## Digital Transfer Media

Advertisements can be submitted via e-mail, posted to our ftp site or sent on Mac formatted CD. All files should be built as process (CMYK) colors set at 300 dpi. All color images should be saved as an EPS and black & white images saved as a high-resolution gray-scale TIFF. Make sure that all elements are CMYK, not RGB, to ensure proper printing of your ad. We cannot take responsibility for ads not converted from RGB to CMYK. Please use a preflight program to completely collect for output. Make sure all unused colors are deleted.

## QuarkXpress 6.5 Files

Please include all images and all supporting postscript or true-type printer fonts and screen fonts with your Quark document.

## Adobe Photoshop up to 7.0

Please save your file as a Photoshop TIFF or EPS file, not in JPEG format. Do not compress scanned images. The resolution size of your final image file must be 300 dpi. Color images must be in CMYK, not RGB. Black & white line art should be scanned at 1,200 dpi for best quality.

## Adobe Illustrator up to 9.0

Please have your fonts outlined or embedded. Save your file as an Illustrator EPS file.

## PDF Files

PDF files should be created from Adobe Acrobat Distiller up to 7.0 or InDesign. PDFs must be saved as PDFX1a documents. When the Acrobat Distiller window appears make sure you choose PDF/X-1a:2001 (Acrobat 7) or PDFX1a (Acrobat 6) in the Default Settings pop-up menu. Since the default setting is set to the PDF/X-1a, any PDF created using the Adobe PDF Printer will adhere to the PDF/X-1a standard until the default is changed.

**All PDF files must be composite.** (Only composite PDFs can be placed in QuarkXpress.) A high-resolution proof print helps assure that we know the intended look of the ad and no elements have corrupted during transmission.

**PDF's created in InDesign:** We do not accept InDesign files, but do accept PDFs created from InDesign. Make sure to export your PDF as a PDFX1a when creating your pdf through InDesign.

It is very important to make sure all transparencies have been flattened and ALL colors have been converted to CMYK BEFORE exporting or creating your PDF. Leaving transparencies unflattened can cause problems on press. Step-by-step directions for correct creation of PDFs in InDesign are available via e-mail (editor@atomic-ranch.com).

## Proofs

A high-quality digital proof is the best gauge of how your ad will print. If **Atomic Ranch** is required to generate a proof, the advertiser will be billed at \$25 per page. **Atomic Ranch is not responsible for printing errors on electronic files submitted without check proofs.**

## Production Charges

Changes to submitted ads or ad creation is possible with a written agreement between the client and the publisher outlining any ad art charges.

## General Policies

Atomic Ranch is not responsible for any omissions or copy errors in submitted digital ads. Digital ads will be held for one year, and then deleted from our files unless advised otherwise in writing by the advertiser.

# atomic ranch

MIDCENTURY MARVELS

## Who Reads *Atomic Ranch*?

**Atomic Ranch** readers are educated, affluent and passionate about their homes. They are actively interested in midcentury design, green building, environmental issues and historic preservation, and many work in creative fields such as architecture, design, media and music.

<b>Female</b>	55%
<b>Male</b>	45%
<b>Age</b>	16% between 20–35 52% between 36–50 28% between 51–65
<b>Education</b>	70% have a college or graduate degree 21% have a post-graduate degree
<b>Household Income</b>	38% earn between \$51,000–\$100,000 annually 43% earn \$101,000 or more
<b>Homeowners</b>	87% own a home
<b>Home Value</b>	40% have homes valued \$150,000–\$400,000 26% have homes valued \$401,000–\$650,000 21% have homes valued \$651,000+

## What Subscribers are Looking for:

Renovation/Furnishing Resources	83%
New Construction Resources	45%
Vintage Collectibles	52%
Landscaping/Outdoor Resources	77%

\* results of surveys from respondents in Arizona, California, Colorado, Connecticut, District of Columbia, Florida, Georgia, Indiana, Louisiana, Maine, Maryland, Massachusetts, Minnesota, Montana, Nevada, New Jersey, New York, North Carolina, Oklahoma, Oregon, Pennsylvania, Tennessee, Texas, Vermont, Washington



## What They Say About Atomic Ranch

Midcentury modern has its own fanzine, a quarterly mag with the low-down on buying, restoring and furnishing the wave of quietly avant-garde domestic architecture that swept the postwar scene after the trailblazing Case Study houses.  
**Wallpaper\*** May 2005

The Browns, who came to value the ranch's low-key beauty and its indoor-outdoor living, show the style's reformation. [They] now publish **Atomic Ranch**, which aims to do for the rancher what Taschen Books' 2002 release did for the Case Study Houses: frame the style in a hip, retro package, nearly fetishizing its sharp angles, post and beam ceilings and sliding glass doors.

**Scott Timberg, Los Angeles Times October 2005**

Magazines that fit a niche are the future, and **Atomic Ranch** fills one with a flourish. The publishers rightly figure there's a market for the folks who live in the millions of ranch houses built between 1940 and 1970.

**Old-House Interiors June/July 2004**

One new quarterly seems long overdue. **Atomic Ranch: Midcentury Marvels** is devoted entirely to ranch houses. Jim Brown, the publisher, and Michelle Gringeri-Brown, the editor, believe they are in virgin territory. And Mr. Brown said that they expected ranch houses to be "the next big wave."

**Stephen Treffinger, The New York Times March 2004**

I recently picked up the only remaining issue of your magazine at a bookstore and was very happy I didn't miss out on finding a magazine that focuses on the things I enjoy. I love the layout and learned a lot. I also liked the ads and was able to go online and look at the stores to see what is out there. Your magazine gives many people like me a way to find out more about the homes and design of that great era.

**Daniel Alewel, Online**

Thank you very much for such a cool magazine! I live in an Eichler and your mag will be a great new source of information, ideas and resources since we are in the process of a major rehabilitation.

**Virginia Andrews, San Rafael, Calif.**

Finally a magazine about real people in real homes. None of the "I wish!" of *Deco Echoes*, *Dwell* and *Modernism*.  
**Harry Haisten, Atlanta, Ga.**

Thanks for creating a magazine that goes well with both my tastes and my budget! I work as a contract programmer and writer at a large software company. My home is a three-year-old downtown efficiency condo, but the inside betrays my preference for atomic-ranch-style decor. Midcentury modern seems to finally be in fashion once more. I have already visited the websites of many of your advertisers and find your magazine to be a very useful one-stop source of pointers on where to look for unique items to complement my decor. Please keep publishing for a long time to come!

**Helen, Bellevue, Wash.**

I'm thrilled that there is finally a shelter magazine devoted to the ranch house. We bought an intact 1950s ranch two years ago and decided to treat it as a restoration. I'm an urban planning student and have a strong restoration bias. A great thing about midcentury ranches is that they are available at a modest price and in many cities, and are part of the inner suburbs' affordable housing.

**Susan Livingston, Denver, Colo.**

I'm 43 years old and grew up mostly in a midcentury brick rancher in a like-minded development in Ellicott City, Md. I'm so moved by midcentury modern design. Your magazine speaks more clearly to that than any other publication I've picked up—if indeed there is another publication like it.

**Ric Ryder, New York City**

Your [latest] issue arrived early last week; the mag has created quite the following here in Toronto!

**Craig Soper, Ethel-20th Century Living, Toronto, Canada**

**Atomic Ranch** has been profiled in *USA Today*, the *Washington Post*, *New York Times*, *Los Angeles Times*, *Su Casa*, the *Denver Post*, *wallpaper\**, *Old House Interiors*, *Car Craft*, *New Jersey Star-Ledger*, *The Portland Tribune*, *Los Angeles Business Journal*, the *Atlanta Journal-Constitution*, *Pasadena Star-News*, *Milwaukee Journal Sentinel*, *Maine Today*, Toronto's *Globe and Mail*, the *Eichler Network* and many regional newspapers.

# atomic ranch

MIDCENTURY MARVELS

## Editorial Calendar 2010–11

**Winter 2010 issue 28**

**on sale December 1–February 28**

### Features

Touring Palm Springs  
East Bay Modest Marvel  
Arkansas Custom Ranch  
Starkly Modern Kentucky  
Phoenix House of Light  
Nick of Time: Historic Georgia

**Ad space commitment: 9/17/10**

**ad art deadline: 10/1/10**

**Spring 2011 issue 29**

**on sale March 1–May 31**

### Features

Realtors' Remodel  
Desert Green Oasis  
Sonoma Getaway  
Wisconsin Family Lifestyle  
Modern Masters: Charles & Ray Eames

**Ad space commitment: 12/17/10**

**ad art deadline: 1/6/11**

**Summer 2011 issue 30**

**on sale June 1–August 31**

### Features

Outside Minnesota Modernism  
Cincinnati Butterfly  
Travel Trailers 3.0  
Hidden Jewel: El Rancho Vista  
Nick of Time: Paul R. Williams

**Ad space commitment: 3/18/11**

**ad art deadline: 4/1/11**

**Fall 2011 issue 31**

**on sale September 1–November 30**

### Features

Ranch Transformation  
Uncovering Zook's Artistry  
San Diego Before & After  
Modern Masters: Isamu Noguchi  
Additional features TBA

**Ad space commitment: 6/17/11**

**ad art deadline: 7/7/11**

Editorial content subject to change

## Ad Rates

Ad Size	Full Color		B&W	
	1X	4X	1X	4X
2-page premium placement	\$3,002	\$2,702		
2-page spread	\$2,852	\$2,567		
Back Cover	\$2,645	\$2,380		
1-1/2 page masthead	\$2,575	\$2,318		
Front Inside Cover	\$2,398	\$2,158		
Back Inside Cover	\$2,248	\$2,024		
Page One	\$2,214	\$1,993		
Full page	\$1,989	\$1,790	\$1,391	\$1,252
1/2 page masthead	\$1,250	\$1,125	\$ 905	\$ 815
1/2 page	\$1,150	\$1,035	\$ 805	\$ 725
1/3 page	\$ 857	\$ 771	\$ 604	\$ 544
1/4 page	\$ 667	\$ 600	\$ 472	\$ 425
1/5 page	\$ 535	\$ 482	\$ 374	\$ 337
1/6 page	\$ 523	\$ 471	\$ 368	\$ 331
Business Card	\$ 270	\$ 243	\$ 190	\$ 171

## Discounts

A 5% discount is available for accounts paying in less than 30 days; payment required in advance of first insertion.

All discounts will be lost if payment is made after 30 days from invoice date. Any accounts sent to collection will be billed without discounts and advertiser is liable for collection agency fees.

## Additional Charges

Color proofs not supplied by advertiser, \$25 each. Artwork that must be resized to fit ad dimensions, \$75.

Please call 503.771.4171 or e-mail [editor@atomic-ranch.com](mailto:editor@atomic-ranch.com) with questions prior to ad submission.

## Mail materials to:

Carol Flores  
 285 W Montecito Ave, Apt B,  
 Sierra Madre CA 91024