

2008 EDITORIAL HIGHLIGHTS

Our mission is clear: to showcase the best in today's period rooms, both historical and interpretative. **New for 2008, a department on old house systems and materials: windows, roofing, heating, stone, garages, siding, etc.**

Note: preliminary calendar is subject to additions and changes

FEBRUARY 2008	APRIL 2008	JUNE 2008
<p>CLOSING DATE: 11.26.07 ON SALE DATE: 1.8.08 BONUS DISTRIBUTION: Greater Phila Historic Home Show Grove Park A&C Conference</p> <ul style="list-style-type: none"> ▪ Themes: Interior paint & wall paper; Conservatories; Heating; 1950s ▪ 1950s Kitchen in Lenox, MA ▪ Heating options ▪ Historical paint ▪ Decorating with carpets ▪ Interior doors 	<p>CLOSING DATE: 1.8.08 ON SALE DATE: 2.20.08 BONUS DISTRIBUTION: Preservation 360, Saratoga Springs Old House Fair, Portland (ME) Boston Residential Design Show</p> <ul style="list-style-type: none"> ▪ Themes: Appliances; Paint effects (stencil, faux); Flooring ▪ Laundry rooms and kitchen appliances ▪ 1930s: kitchen ▪ Siding decisions OR masonry/stucco ▪ Caring for countertops ▪ Flooring for abuse ▪ Dining accessories 	<p>CLOSING DATE: 3.4.08 ON SALE DATE: 4.23.08 BONUS DISTRIBUTION: Boston Residential Design Show KBIS, Las Vegas Soho San Diego Boston Traditional Building Show Colorado Arts & Crafts Show</p> <ul style="list-style-type: none"> ▪ Themes: Exterior painting; Baths & Kitchens; Plaster ▪ Baths by style ▪ Wood finishes outdoors ▪ Exterior paint ▪ Federal furnishings ▪ Fans & more ▪ Interior plaster effects
AUGUST 2008	OCTOBER 2008	DECEMBER 2008
<p>CLOSING DATE: 4.29.08 ON SALE DATE: 6.25.08 BONUS DISTRIBUTION: Arts & Crafts San Francisco</p> <ul style="list-style-type: none"> ▪ Themes: Windows; Shutters; Ironwork ▪ Country kitchens ▪ Exterior Millwork ▪ How to hang real shutters ▪ Glory of ironwork inside & out 	<p>CLOSING DATE: 6.20.08 ON SALE DATE: 8.27.08 BONUS DISTRIBUTION: Seattle Bungalow & Craftsman Fair Twin Cities Arts & Crafts Show Chicago Bungalow Show Pasadena Craftsman Weekend Providence Fine Furniture</p> <ul style="list-style-type: none"> ▪ Themes: Exterior lighting; Doors & entries; art Pottery; Salvage ▪ Best kitchens and baths ▪ Exterior lighting ▪ Salvage use ▪ Milwaukee art deco ▪ Art pottery ▪ Exterior doors and entries 	<p>CLOSING DATE: 8.19.08 ON SALE DATE: 10.29.08 BONUS DISTRIBUTION: Durango Arts & Crafts Show</p> <ul style="list-style-type: none"> ▪ Themes: Art tile; Hardware; Arts & crafts kitchens; Garages ▪ Today's arts and crafts kitchens ▪ Garage doors (tech) ▪ Antique stoves ▪ Art tile ▪ Hardware
<p>DESIGN CENTER SOURCEBOOK 7TH EDITION CLOSING DATE: 9.4.08 ON SALE DATE: 12.28.08</p> <p><i>Compendium of period-inspired/traditional design products, inside and out of the home, divided into categories with company photos, write-ups, websites with companion website, oldhouseinteriors.com. hyperlinks, company write-ups, product photos on the website.</i></p>		
<p>SPECIAL EDITIONS: EARLY HOMES SUMMER 2008 CLOSING DATE: 4.1.08 ON SALE DATE: 5.14.08</p> <p>EARLY HOMES WINTER 2008 CLOSING DATE: 10.7.08 ON SALE DATE: 11.26.08</p>		
<p><i>This Special Edition of Old-House Interiors is a bi-annual issue focused solely on houses of the Colonial, Federal, Neoclassical, and Revival periods. Filling the niche left vacant by the cessation of Colonial Homes and others, Early Homes taps into the avid love of Americana. Editorial covers the whole house, inside and out, plus furnishings — and contains lavish coverage of product sources, aimed at active buyers.</i></p>		

Old-House Interiors is for those actively involved in decorating, furnishing, and finishing historic houses, as well as new homes with an eye to a particular historical style. It provides photos of outstanding period-inspired interiors, as well as learned suggestions and archival reference regarding the appropriate finishing, furnishing, and decorating of period interiors, gardens and exterior detail.

Old-House Interiors is written and edited for professional decorators, architects, B&B managers, and detail-oriented homeowners. It's the only magazine devoted solely to interpretive period decorating, furnishing, and design.

2008 GENERAL RATES

[Ratebase 120,000. Effective January 1, 2008]

FOUR COLOR	1x	3x	6x	12x
FULL PAGE	\$4,300	\$4,100	\$3,900	\$3,750
2/3 PAGE	3,150	3,000	2,850	3,700
1/2 PAGE	2,980	2,800	2,700	2,500
1/3 PAGE	2,480	2,350	2,300	2,150
1/4 PAGE	1,670	1,600	1,500	1,400
1/6 PAGE	1,200	1,150	1,080	1,000
1/12 PAGE	900	855	800	750

B&W

FULL PAGE	\$3,500	\$3,300	\$3,150	\$3,000
2/3 PAGE	2,800	2,650	2,550	2,400
1/2 PAGE	2,200	2,100	2,000	1,900
1/3 PAGE	1,800	1,700	1,650	1,550
1/4 PAGE	1,400	1,350	1,250	1,200
1/6 PAGE	1,000	950	900	850
1/12 PAGE	750	700	650	650

COVERS

COVER II	\$8,500
COVER III	8,200
COVER IV	9,850

PAYMENT TERMS

Net due 30 days from date of invoice. There will be a 1% monthly service charge for accounts due after 30 days. Accounts due 120 days will be collected through a debt-collection service at the gross rate (i.e. all discounts will be forfeited). New advertisers must submit payment with first insertion. Cancellations or changes in insertion orders cannot be accepted after closing date. A previously run ad will be inserted for contract advertisers whose new ad materials are not received by closing date. Covers are not cancelable.

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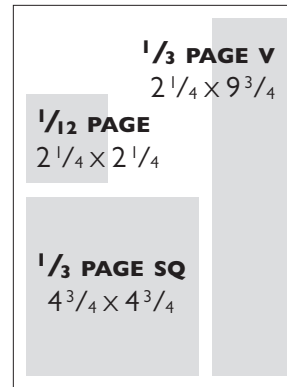
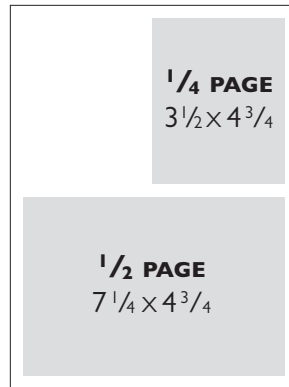
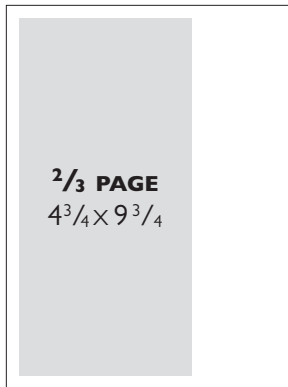
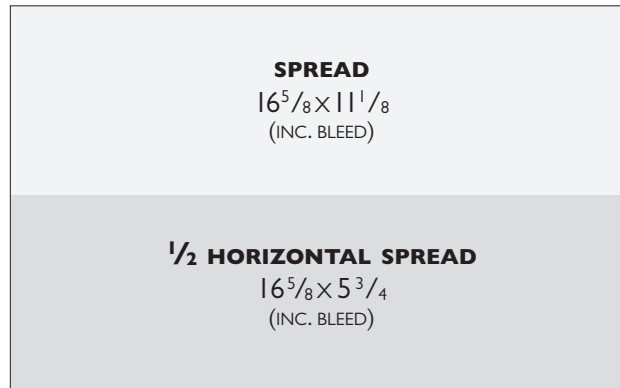
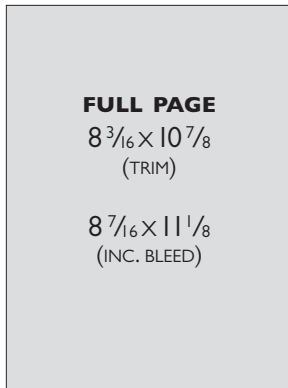
2008 DISPLAY RATES

[Ratebase 120,000. Effective January 1, 2008]

FOUR COLOR	1x	3x	6x	12x
FULL PAGE	\$7,900	\$7,250	\$6,700	\$6,050
2/3 PAGE	5,850	5,250	4,950	4,450
1/2 PAGE	5,150	5,200	4,550	4,100
1/3 PAGE	4,050	3,650	3,350	3,000
1/4 PAGE	3,350	3,150	2,850	2,550
1/6 PAGE	2,350	2,150	2,000	1,800
1/12 PAGE	1,450	1,300	1,200	1,050
B&W				
FULL PAGE	\$5,550	\$5,050	\$4,700	\$4,250
2/3 PAGE	4,450	4,100	3,800	3,400
1/2 PAGE	3,600	3,350	2,500	2,800
1/3 PAGE	2,750	2,550	2,350	2,250
1/4 PAGE	2,150	2,000	1,800	1,650
1/6 PAGE	1,650	1,500	1,400	1,250
1/12 PAGE	1,100	1,000	950	850
COVERS				
COVER II	\$8,550			
COVER III	8,200			
COVER IV	9,850			

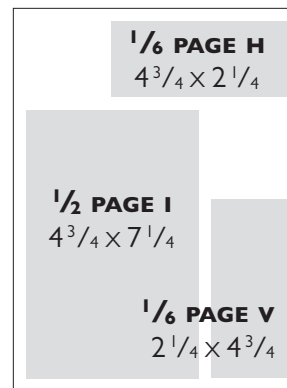
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PRODUCTION SPECIFICATIONS

- FORMAT** 3 columns per page, $2\frac{1}{4}$ " wide
- TRIM SIZE** $8\frac{3}{16}$ " x $10\frac{7}{8}$ "
- BLEED SIZE** $8\frac{7}{16}$ " x $11\frac{1}{8}$ " full
- LIVE AREA** $7\frac{11}{16}$ " x $10\frac{3}{8}$ "
 excludes $\frac{3}{8}$ " adjacent to gutter
- PREPRESS** Computer-to-plate
- PRINTING** Web, Offset Heatset
- TEXT STOCK** 50# free-sheet gloss coated
- COVER STOCK** 80# free-sheet gloss coated
- INKS** 4-color process
- BINDING** Perfect bound
- PROOFS** ■ 4-color proofs should conform to SWOP standards and be supplied on publication grade stock matchprint for all color ads.



Publishers of
Old-House Interiors,
Arts & Crafts Homes,
Early Homes, and
Design Center Sourcebook
& Website

108 EAST MAIN STREET
 GLOUCESTER
 MASSACHUSETTS 01930
 phone 800.356.9313
 fax 978.283.5715

ELECTRONIC GUIDELINES FOR ART & ADVERTISING

OLD HOUSE INTERIORS
ARTS & CRAFTS HOMES
EARLY HOMES
DESIGN CENTER SOURCEBOOK

Please use the following ad guidelines when preparing your art or ad. Please feel free to contact our Production Manager, Cheryl Briscoe, at 978-283-3200 X26, if you have any questions regarding the following information.

We do not guarantee color matching. A color proof such as an Epson or Kodak Approval must be supplied with all 2, 3 and 4-color ads. Publisher is not responsible for the outcome of any digitally supplied ads received without an appropriate color proof. If requested, publisher can create one and bill the customer.

Images files should meet the following formats

Size: 4"x 5" or larger @ 300DPI
RGB, 8bits, Jpeg or Tiff accepted

We accept the following file formats:

Illustrator AI/EPS, PhotoShop JPG/PSD/TIFF/EPS, QuarkXPress, InDesign, PDF X-1a

We DO NOT accept the following file formats:

PageMaker, CorelDraw, Freehand, MS Word, MS Publisher

Indesign / QuarkXPress 5.0, 6.0 & 7.0 Requirements

Include all linked images (300dpi) and fonts.
CMYK or grayscale. Please do not use spot colors.
Use actual fonts, do not apply local font styles
(i.e., bold, italic, etc.).

Illustrator 10, CS & CS2 Requirements

CMYK or grayscale. Please do not use spot colors.
Use actual fonts, do not apply local font styles
(i.e., bold, italic, etc.).
Convert all text to outlines.
Vector .eps files must have transparency flattened and saved with the transparent .tiff preview option.

PhotoShop 7, CS & CS2 Requirements

We accept native .psd, .tiff (layered or flattened),
jpg and .eps files.
CMYK or grayscale. Please do not use spot colors.
All images must be 300dpi.
If you are sending a .psd or layered .tiff file please
include all fonts used.

Submitting your ad by Mail:

Please send all advertising material on CD (600-700MB)
or DVD (4.7GB) to:

Cheryl Briscoe
Old House Interiors
108 East Main St., Gloucester, MA 01930
(978) 283-3200 X26

Sending via E-Mail:

Files that are smaller than 8MB may be e-mailed to:
art@oldhouseinteriors.com

Sending via FTP:

Create a folder containing all of the necessary
files and compress it using StuffIt (Mac) or WinZip (Windows).
Please include YOUR company name and corresponding
magazine and issue in the file name.

FTP Access

- 1) Collect and/or compress file for upload: sitx, zip, pdf or jpg
- 2) Go to <http://gloucesterpublishers.com/>
- 3) Click on appropriate magazine name
- 4) Log in by typing your company name, contact, email address, and password: **ma01930**. All fields must be filled in for the file to upload correctly. Click "Login"
- 5) Next, click "Choose File" and select your file.
- 6) Click "Upload File".
- 7) A message will appear telling you if the file has been uploaded.
- 8) Once the file is uploaded, please email
art@oldhouseinteriors.com with company, the file name and the appropriate magazine and issue.

Old House Interiors
Design Center Sourcebook
Early Homes
Arts & Crafts Homes

108 East Main Street
Gloucester, MA 01930
978-283-3200

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www.artsandcraftshomes.com