Mid-Atlantic MEDIA

HOME SERVICES MAGAZINE

MEDIA KIT: 2020

CONTACT your sales consultant to schedule your advertising

OR

p 410.902.2300
homeservicesmag.com

Please submit ad materials to your sales consultant.

Frequency: 4 times a year | **Total Circulation:** 120,000

11459 Cronhill Drive, Suite A | Owings Mills, MD 21117
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REV 102419

HOME
SERVICES MAGAZINE

2020 IN-HOME DATES

	IN-HOME DATE
SPRING ISSUES:	MAR 27
	MAY 29
FALL ISSUES	
	SEPT 4
	OCT 16

*All in-home dates are approximate.

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CIRCULATION

TOTAL CIRCULATION
120,000

Anne Arundel County: 30,000
Howard County: 30,000
Baltimore County East: 30,000
Baltimore County West: 30,000

MEDIAN INCOME

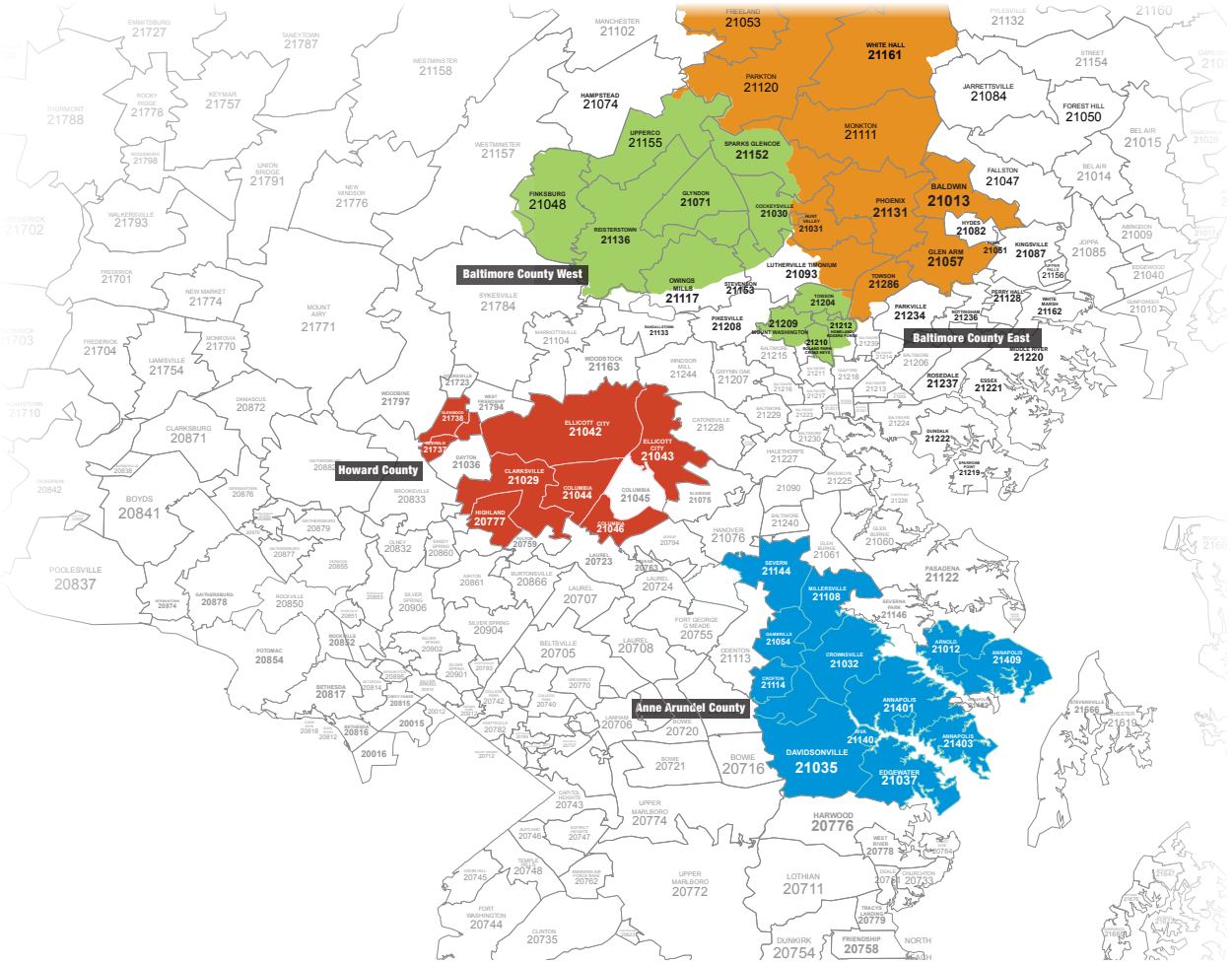
Anne Arundel County: $116,892
Howard County: $145,905
Baltimore County East: $102,221
Baltimore County West: $103,234

INCOME QUALIFIED HOUSEHOLD BY CARRIER ROUTE.

MEDIAN HOME VALUE

Anne Arundel County: $521,447
Howard County: $562,982
Baltimore County East: $394,426
Baltimore County West: $412,124

100% SINGLE FAMILY HOMES



HOME SERVICES MAGAZINE

2020 ADVERTISING RATES

	Frequency 2x	4x
PREMIUM POSITIONS		
Front Cover	$1,350	N/A
Back Cover	$1,250	$1,150
Page 2	$1,200	$1,100
Page 3	$1,200	$1,100
Inside Back Cover	$1,200	$1,100
ROP		
Full Page	$1,100	$1,000
Half Page	$650	$550

TERMS

- All rates are net.
- 50% payment due upon contract, balance due on publication until credit is established.
- Advertisers will be short-rated for unfulfilled contract agreements.
- Cancellations–THERE ARE NO CANCELLATIONS.

Ad space will be filled, at Publisher's option, with copy deemed suitable by the Publisher and billed in the usual manner once space deadline has passed.

PHOTOGRAPHY CHARGES

- Photo shoots (up to 4 hours): $150–first hour; $95 each additional hour. Includes photographer's travel time.
- In-House: $150 flat fee, maximum 8 products.

For more information ask your Account Manager.

DIGITAL SUBMISSION

- Email submission is preferred on files smaller than 5MB
- FTP transfers - Please contact your ad coordinator for password information and instructions.

ACCEPTABLE FILE FORMATS

- ACROBAT 11 PDF or lower - must be saved at the highest quality (press quality) and MUST have fonts embedded.
- PHOTOSHOP CC or lower - must be in CMYK color mode.
- ILLUSTRATOR CC or lower - create outlines of type and include any linked files in Illustrator vector files.

IMAGES

- Halftone images must be at least 300 dpi. We do not guarantee quality results on images submitted at lower resolutions.
- Bitmap image files must be at least 600 dpi.
- All fonts must be embedded in the PDF or outlined in Illustrator.
- Copy should be set in 100% black for camera ready art.
- RGB and Pantone colors will be converted to CMYK.
- MATCHED COLOR IS NOT GUARANTEED.

For questions regarding file formats and submission of artwork, please contact your ad coordinator.

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RATES PER INSERTION
Rates and household counts effective November 2019

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REV 110819

HOME SERVICES MAGAZINE

2020 ADVERTISING MAILING SCHEDULE

IN-HOME DATES AND SALES deadlines

	SPACE RESERVATION	CREATIVE DUE	IN-HOME DATE
SPRING ISSUES			
	FEB 26	FEB 28	MAR 27
	APRIL 29	MAY 1	MAY 29
FALL ISSUES			
	AUG 5	AUG 7	SEPT 4
	SEPT 16	SEPT 18	OCT 16

*All in-home dates are approximate.

SIZE specifications

FULL PAGE

7.5" x 9.625"

FULL PAGE (bleed size)

8.75" x 11" (.25" bleed all sides)

8.25" x 10.5" (trim)

7.5" x 9.625" (live area)

HALF PAGE

7.5" x 4.75"

Contact your sales consultant for back cover specs.

CIRCULATION

TOTAL CIRCULATION
120,000

Anne Arundel County: 30,000
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2020 CALENDAR

JANUARY

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

MARCH

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	**27**	28
29	30	31				

APRIL

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	**29**	30
31						

JUNE

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER

		1	2	3	**4**	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	**16**	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

IN-HOME DATE

Anne Arundel County,
Howard County,
Baltimore County East,
Baltimore County West

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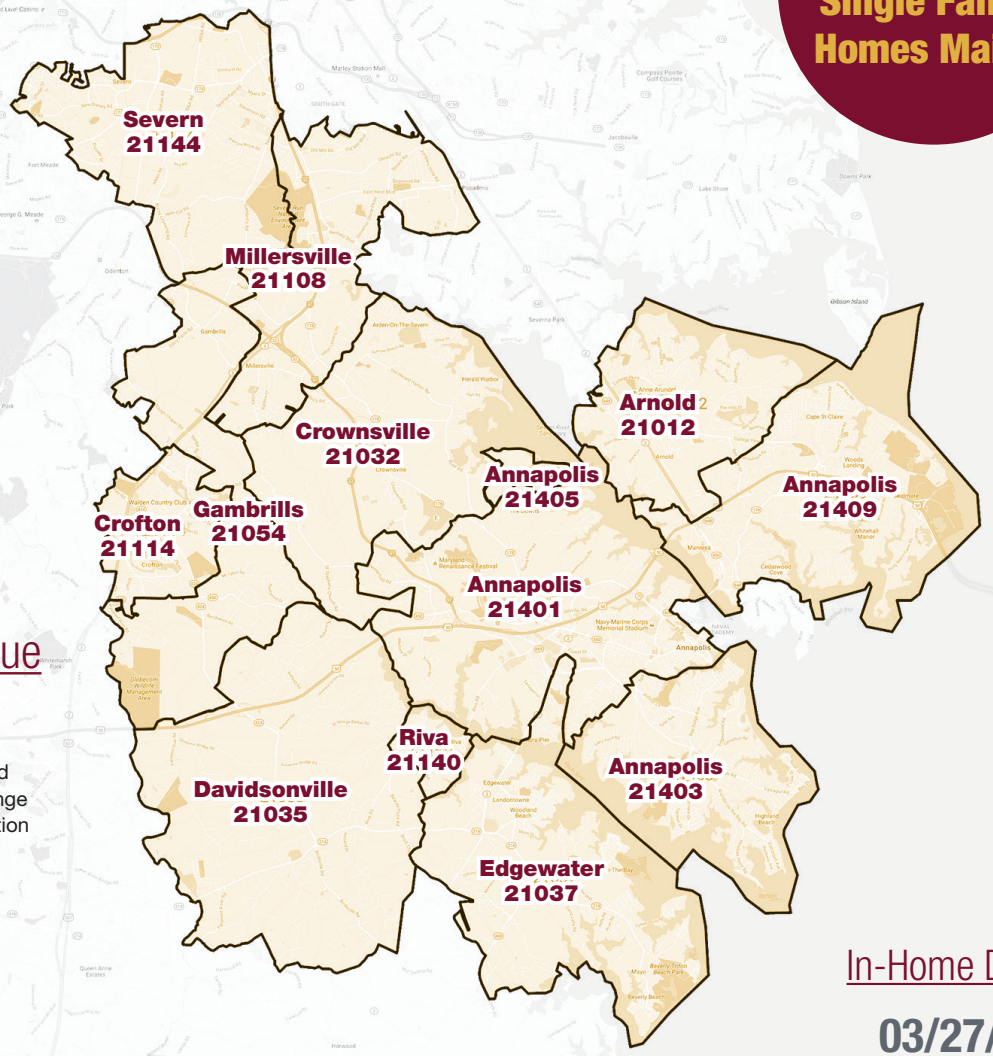
REV 120419

ANNE ARUNDEL COUNTY

100% Single Family Homes Mailed



Households Mailed
30,000

Median Income
$116,892

Median Household Value
$521,447

Some zip codes are full saturation and others are partial. Boundaries may change without notice. Please verify all information with your Sales Representative.

In-Home Dates:

03/27/20
05/29/20
09/04/20
10/16/20

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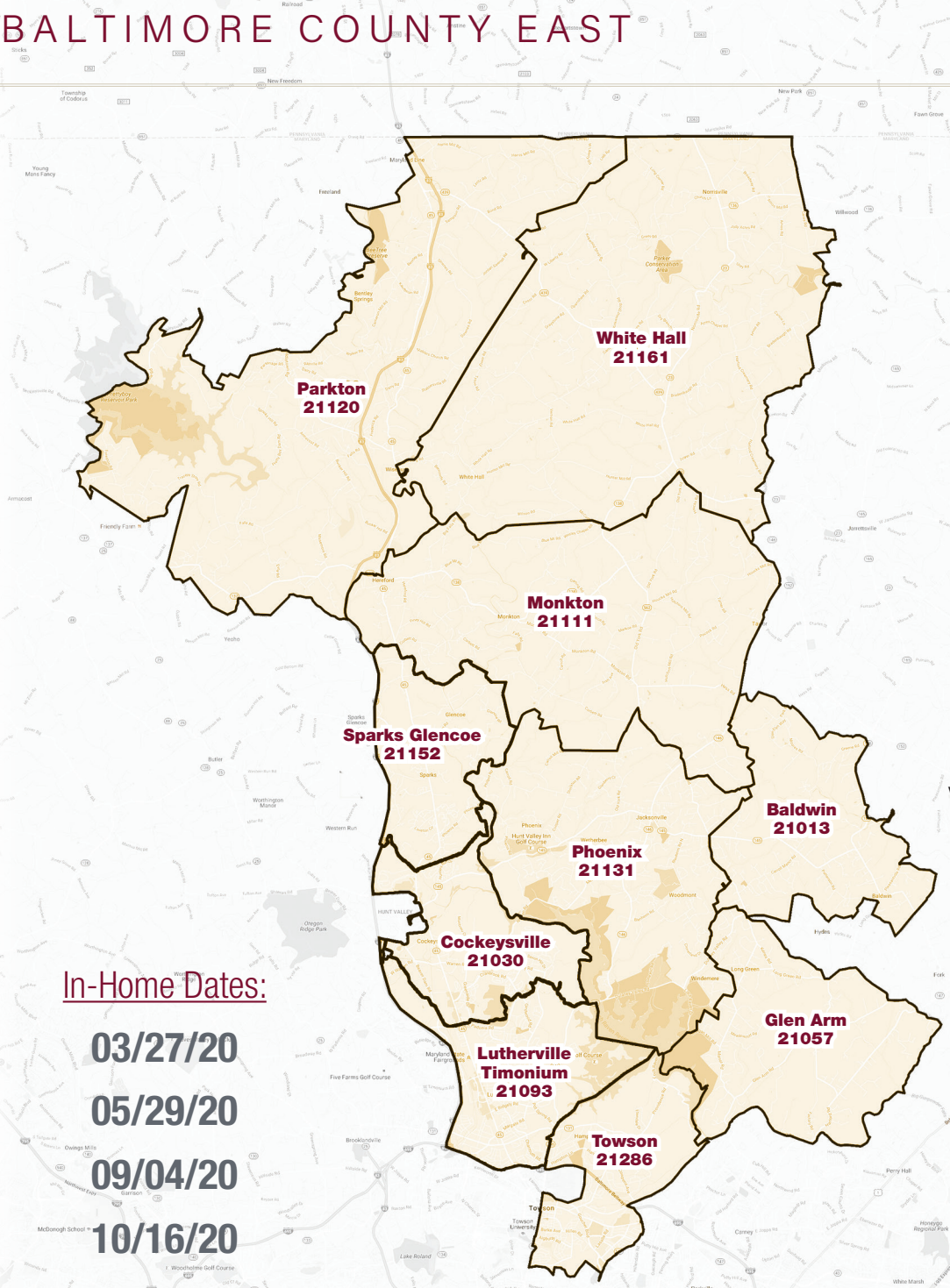
REV 120619

BALTIMORE COUNTY EAST



100% Single Family Homes Mailed

Households Mailed
30,000

Median Income
$102,221

Median Household Value
$394,426

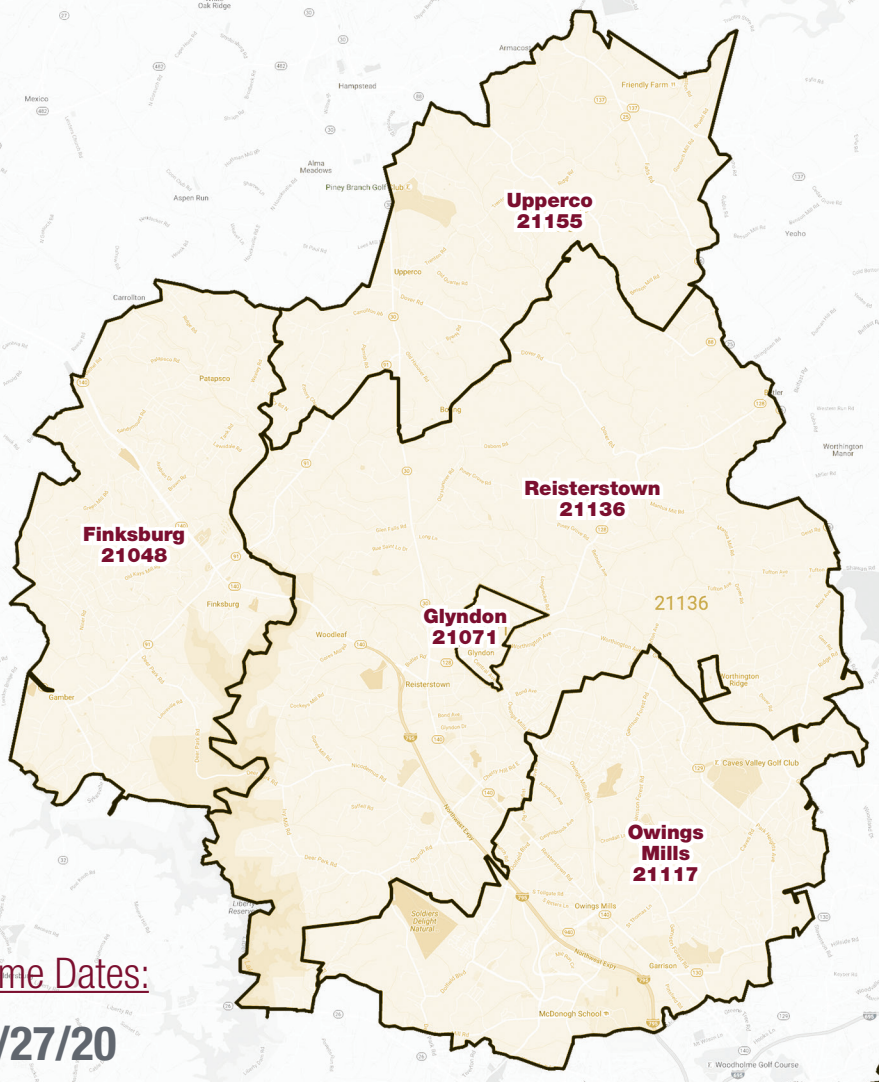
Some zip codes are full saturation and others are partial. Boundaries may change without notice. Please verify all information with your Sales Representative.

In-Home Dates:

03/27/20
05/29/20
09/04/20
10/16/20

HOME SERVICES MAGAZINE

BALTIMORE COUNTY WEST



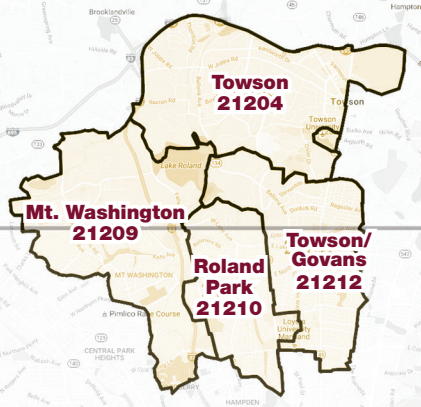
100% Single Family Homes Mailed

Households Mailed
30,000

Median Income
$103,234

Median Household Value
$412,124

Some zip codes are full saturation and others are partial. Boundaries may change without notice. Please verify all information with your Sales Representative.



In-Home Dates:

03/27/20

05/29/20

09/04/20

10/16/20

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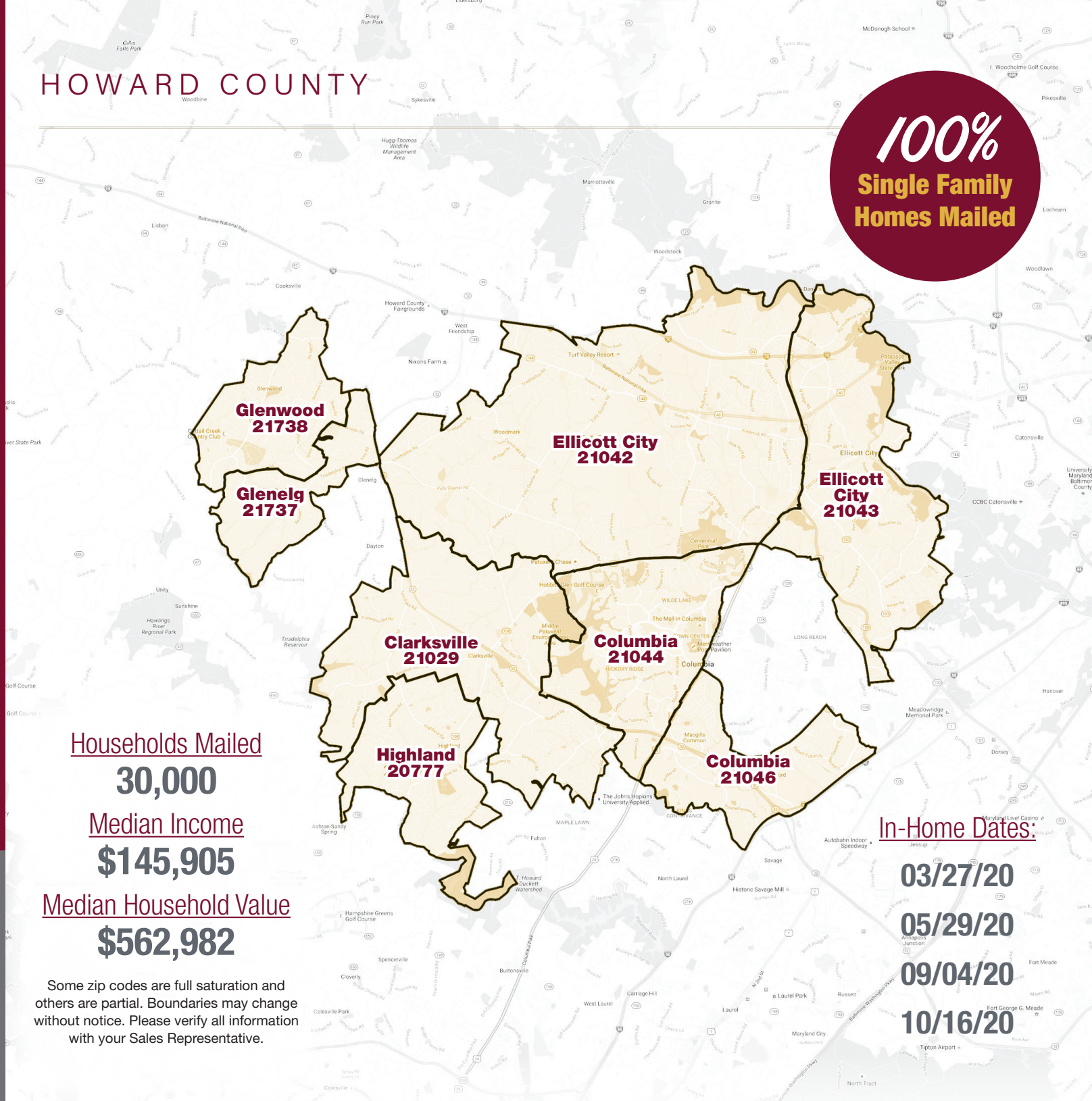
REV 120619

HOME SERVICES MAGAZINE

HOWARD COUNTY

100% Single Family Homes Mailed



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Households Mailed
30,000

Median Income
$145,905

Median Household Value
$562,982

Some zip codes are full saturation and others are partial. Boundaries may change without notice. Please verify all information with your Sales Representative.

In-Home Dates:
03/27/20
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