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HOME MAGAZINE

PRODUCED BY FEATURED MEDIA™

*buffalo + rochester*

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**2025 MEDIA KIT**

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[SALES@FEATUREDMEDIA.COM](mailto:SALES@FEATUREDMEDIA.COM)

[THEHOMEPUBLICATIONS.COM](http://THEHOMEPUBLICATIONS.COM)



**FILL OUT OUR JOTFORM TO SECURE YOUR SPOT IN OUR UPCOMING 2025 EDITIONS!**



# h / LOVING WHERE WE LIVE

Local businesses are the heartbeat of our community—and that includes you! Our goal is to help shine a spotlight on your brand, products, and services in a way that's both impactful and affordable.

By keeping our magazine free and available in both print and digital formats, we're all about building a stronger connection between local businesses and the people they serve.

We'd love for you to join us in highlighting the businesses and events that make our community so vibrant and exciting.

## our audience

MAILED • EMAILED • SUBSCRIBERS



90%  
READERS ARE FEMALE



81%  
READERS ARE BETWEEN THE AGES 30-55



90%  
READERS ARE HOMEOWNERS



79%  
READERS ARE MARRIED



94%  
READERS HAVE CHILDREN



\$200K  
READERS AVERAGE HOUSEHOLD INCOME





# OUR DISTRIBUTION

*Printed magazines are mailed directly to engaged readers and are available for FREE at 15 Wegmans locations and the storefronts of our advertisers. Also, distributed in waiting areas, coffee shops, salons, and other local spots. Digital editions are emailed to over 10,000 target market readers in both areas for every issue!*

*Our circulation for each issue reaches over*  
**40,000+**  
*readers!*

*Rochester*

- PITTSFORD
- FAIRPORT
- WEBSTER
- BRIGHTON
- SPENCERPORT
- CANANDAIGUA
- HILTON
- VICTOR
- HONEOYE FALLS
- MENDON
- PENFIELD
- DOWNTOWN ROCHESTER

*Buffalo*

- AMHERST
- CLARENCE
- CLARENCE CENTER
- EAST AMHERST
- EAST AURORA
- GETZVILLE
- HAMBURG
- NORTH TONAWANDA
- ORCHARD PARK
- SANBORN
- TONAWANDA
- WILLIAMSVILLE





## ON THE COVER

**BACK COVER** \$999 per issue

- Digital Marketing: E-Newsletter Feature, Boosted Ad, and Story Shares on Social Media

- 40 Magazine Copies

*Extras available for an additional fee!*

**FRONT COVER** \$3,450 per issue

- Cover Photoshoot

*Online gallery, high resolution photos with copyrights released*

*\* Front cover photo will be focused around theme/season. Only one cover per calendar year can be sold for the same business.*

- Inside Spotlight Spread and Lead-In Page

*Our content writer combined with our creative team will elevate your business in this beautifully handcrafted piece!*

- Full Page Ad in Your Choice of Buffalo or Rochester

*Show off your business in this full page colorful ad!*

- Digital Marketing: E-Newsletter Feature, Boosted Ad, Blog Post, and Story Shares on Social Media

- 40 Magazine Copies

*Extras available for an additional fee!*



# 2025 PRINT ADVERTISING RATES

+

**FREE AD DESIGN**

*Design fees are complimentary when you advertise with us! Let our award-winning team create something just for you!*



**All pricing includes a FULL YEAR of digital marketing! - See next page for details -**

**TWO PAGE SPREAD**

**\$595/mo.\***

for 12 mos. (6 editions)

**FULL PAGE AD**

**\$450/mo.\***

for 12 mos. (6 editions)

**HALF PAGE AD**

**\$285/mo.\***

for 12 mos. (6 editions)

**QUARTER PAGE AD**

**\$150/mo.\***

for 12 mos. (6 editions)

**MINI MENTIONS**

**\$49/mo.\***

for 12 mos. (6 editions)

\*All pricing is per area; choose between Buffalo and Rochester. Interested in both? **SAVE 30%** on the second edition when you run in both cities!

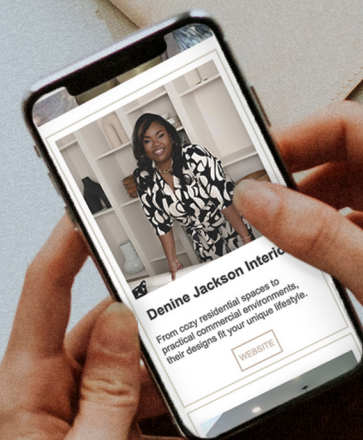


# DIGITAL MARKETING INCLUDED FOR PRINT ADVERTISERS

Using both digital and print advertising is KEY to getting the best return on your investment.

The amount of digital marketing you get depends on your ad size. Please reference the chart below to see what's included.

	Digital Issues (Thousands of viewers per issue)	Email Distribution (10,000+ per issue)	Informational Welcome Post on IG & FB	Story Post/ Shares (must tag us from your social media!)	Blog Post (written by our content writer)	Boosted Ads (choose Instagram or Facebook)
Mini Mention	✓	✓		1X/WK		
1/4 Page	✓	✓		2X/WK		1X/ISSUE
1/2 Page	✓	✓	✓	3X/WK		1X/MO
Full Page	✓	✓	✓	UNLIMITED	✓	1X/MO
Two Page Spread	✓	<b>SPECIAL SHOUTOUT</b>	✓	UNLIMITED	✓	2X/MO



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### STRENGTH OF PRINT AND DIGITAL

By combining the lasting impact of print with the wide reach of digital, we make sure our advertisers get the best results possible.

Looking to start a larger digital campaign? Our full service digital agency is here to help!



# 2025 PLANNING CALENDAR

SS: SPECIAL SECTION  
RF: REGULAR FEATURE



## WINTER JOY ISSUE

SS: WINTER FUN & VALENTINE'S DAY  
RF: SELF CARE | FOR THE HOME | LOCAL LIFE

...  
**Final Ad Approval: January 17th**  
(on shelves February and March)



## WAGS + WEDDINGS ISSUE

SS: WEDDINGS & CELEBRATIONS | OUR FURRY FRIENDS (PETS)  
RF: SELF CARE | FOR THE HOME | LOCAL LIFE

...  
**Final Ad Approval: February 28th**  
(on shelves late March and April)



## THE GREEN ISSUE

SS: GARDENS & BLOOMS | SUSTAINABLE LIVING  
RF: SELF CARE | FOR THE HOME | LOCAL LIFE

...  
**Final Ad Approval: April 11th**  
(on shelves May and June)



## SOAK UP THE SUN ISSUE

SS: SIP & DINE | SUMMER DAY TRIPS  
RF: SELF CARE | FOR THE HOME | LOCAL LIFE

...  
**Final Ad Approval: June 13th**  
(on shelves July and August)



## CELEBRATING AUTUMN ISSUE

SS: WOMEN-RUN BUSINESSES  
RF: SELF CARE | FOR THE HOME | LOCAL LIFE

...  
**Final Ad Approval: August 15th**  
(on shelves September and October)



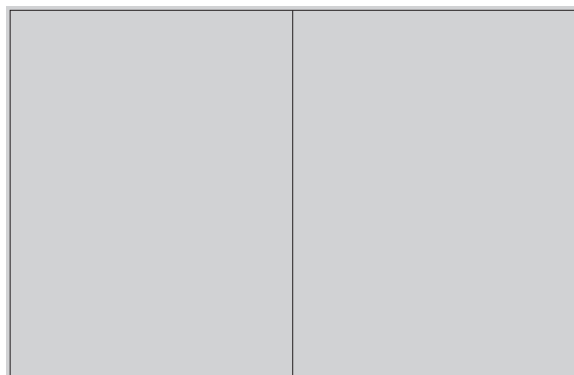
## HOME FOR THE HOLIDAYS ISSUE

SS: HOLIDAY GIFT GUIDE | OUR GIVING COMMUNITY  
RF: SELF CARE | FOR THE HOME | LOCAL LIFE

...  
**Final Ad Approval: October 10th**  
(on shelves November, December, January)



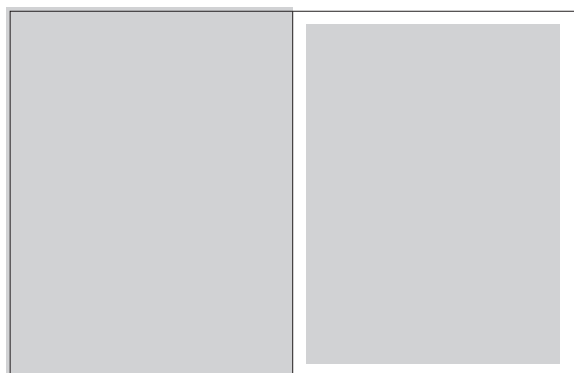
# MAGAZINE ADVERTISING DIMENSION SPECS



## 2-Page Spread with 0.125" Bleed:

17 x 11.125

*All live text must be  
0.25" from trim*

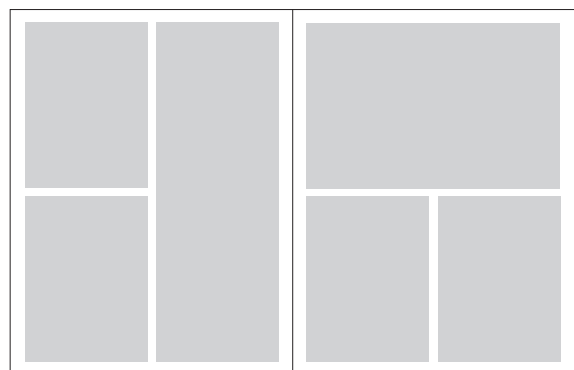


## Full Page with 0.125" Bleed:

8.5 x 11.125

*All live text must be  
0.25" from trim*

## Full Page Without Bleed: 7.667 x 10.15



## 1/2 Page Landscape:

7.667 x 5

## 1/2 Page Portrait:

3.75 x 10.15

## MECHANICAL SPECIFICATIONS

Our staff utilizes Adobe Creative Suite 2023. The layout file that is acceptable is Acrobat (\*.pdf). Note that changes cannot be made to those files once received. Non-working files must have all text converted to outlines or fonts embedded, and all images embedded.

## FILE SETUP

Set document dimensions to the correct size of the ad. It is not necessary to include printer marks such as crop, bleed and registration marks or page information.

Magazine Trim size: 8.375 x 10.857

Bleed Dimensions: 8.5 x 11.125

All live text must be 0.5" from trim

*All images must be at least 300 dpi.*

## MECHANICAL SPECIFICATIONS

All colors appearing in your ad must be built from process colors CMYK. Advertisements are accepted with the understanding that Featured Media™ will make reasonable efforts to match color specifications. However, it does not guarantee color reproduction to be exact and will not rebate or adjust. We will not be responsible for print quality of any advertising not created by Featured Media™ personnel.

## RICH BLACK CMYK MAKE-UP

C: 40 M: 40 Y: 40 K: 100

## COLOR PROFILE

North America Prepress 2

Working CMYK - U.S. Web Coated (SWOP) v2

## PRODUCTION & DESIGN FEES

All advertisers are given the option of a **complimentary** proof by the Home magazine design team. Proofs beyond the third revision are **\$50 each**.

Packaged files for use outside of Home magazine are **\$150**.