

# House Beautiful



## 2021 Added Value

Each time your ad runs in these special sections, your brand will receive:

- The opportunity to appear in the national tablet edition of House Beautiful for each insertion, at no additional charge
- A national Design Finder listing on our national Beautiful Ideas page that includes your company name, website, and telephone number

**CONTACT** Your House Beautiful Sales Representative or Associate Publisher, Brenda Saget Darling at 212.903.5112 or bsaget@hearst.com.

## Affluent Market Regional Edition

House Beautiful invites you to reach upscale homeowners, luxury shoppers, and designers through the Affluent Market regional advertising section. This regional edition is ideal for targeting the magazine's most high-end readers, screened by wealth (personal income of \$150,000+) as well as location in key affluent markets across the US.

### Full Page Rate

1X:.....	\$14,090 NET
3X.....	\$13,605 NET
6X+: .....	\$13,115 NET

### 2021 Issues & Closings

February/March.....	January 7, 2021
April/May.....	March 1, 2021
Summer .....	April 30, 2021
September .....	June 25, 2021
October/November .....	August 13, 2021
December/January .....	October 21, 2021

### Distribution

- Subscriber copies with a personal income of \$150,000+ within the following states: CA, CO, CT, DC, FL, GA, IL, MA, MD, MI, MN, NC, NJ, NY, OH, PA, TN, TX, VA, WA
- National newsstand distribution
- Estimated total circulation of 174,378



\*NOTE: Circ is ESTIMATED using o6/20 AAM Statement. We DO NOT guarantee selected Newsstand Delivery of Regional Runs. Closing Dates subject to change. Regional advertisements do not appear in complimentary copies of the magazine. Precise newsstand distribution not guaranteed. Occasionally, a subscriber outside the Major Markets may receive a copy containing your ad or a subscriber inside the Major Markets may not receive a copy. Color matching in ads is not guaranteed due to short run.