

# BEST·HOME Magazine

With a focus on innovation and design, Best Home Magazine is committed to providing topical and insightful features and information on issues to empower the home building industry. Published in a stylish, user-friendly format, Best Home fulfills the niche as the region's premiere resource guide for custom home development. Well respected and established as a quality publication of popular appeal, Best Home raises the bar in custom home achievement.

The magazine features articles on custom single and multi-family homes, renovations, communities, and landscaping projects within Alberta. Each issue will further focus on products and elements of interest to the home buyer or renovator, providing up-to-date information to help its readers make informed decisions to beautify their surroundings and enrich their lifestyle.

Best Home Alberta is a bi-annual publication with the stylistic and material quality (glossy, thicker stock) of a national magazine with a "coffee table book" appeal, ensuring that it will remain in the hands of its readers longer. Join us as we showcase the efforts of the best custom home builders, designers, and suppliers that Alberta has to offer. Exposing our readers to a broader base of options and exciting opportunities, Best Home offers you more.

Circulation: 30,000 copies per issue, plus digital downloads through Best Home's website and iTunes Apple Newsstand.

Distribution:	
1. Directly delivered to high income households in Calgary and Edmonton.	20,000
2. Mailed to members of: 1) Urban Development Institute (developers) 2) Calgary and Edmonton Regional Home Builders Association (builders, manufacturers, suppliers) 3) The Alberta Association of Architects (includes interior designers)	2,000
3. Promotional copies: show homes, show rooms, advertiser outlets, hotels, and more.	2,500
4. Subscriptions and book/magazine stores: Chapters/Indigo, Cole's, Safeway, Co-op, Shoppers Drug Mart, London Drugs, Sobey's, Pharma Plus, Value Drug Marts, IGA, Save-On/Overwaitea, Revy/RONA, Real Canadian Superstore, McNally Robinson Rexall Drugs, Extra Foods, Pharmasave, Husky, and others in Alberta, British Columbia and parts of Saskatchewan.	5,500
<b>Total:</b>	<b>30,000</b>

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\*Published bi-annually

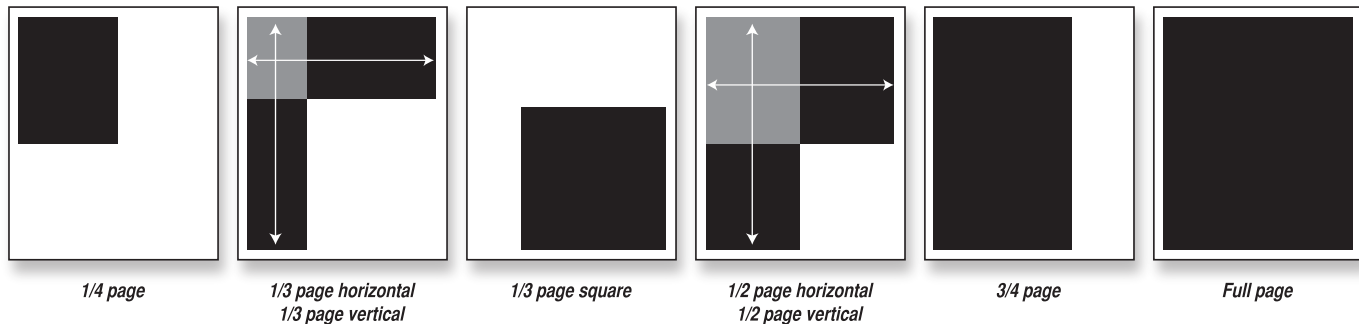
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Product Guide (1/6 page)	<p><b>Call Cindy at 403-714-0175 to receive our low, competitive rates.</b></p>
1/4 Page	
1/3 Page	
1/2 Page	
3/4 Page	
Full Page	
Interior Front or Back	
Back Page	
Inside Front Cover Spread	

We will try to accommodate placement requests but confirmations will require a 10% surcharge.

\*Issues released May and October: Artwork deadlines are 1 month in advance.



Ad Sizes	
1/4 page	4" x 5"
1/3 page	8.5" x 3.3" horizontal; 2.35" x 10" vertical 5.3" x 5.3" square
1/2 page	8.5 x 5 horizontal; 4.25" x 10.4" vertical
3/4 page	6" x 10.4"
full page (without bleeds)	8.5"x10.4"
full page with bleeds	9.5" x 11.375"
trim size	9" x 10.8125"

File Format: We accept Adobe Photoshop, Illustrator, Indesign, and press-ready PDF file formats. Files must be 400 dpi (150 line screen) in CMYK colour. Zip all assets (art/image files and fonts) with master file if applicable. Build in CMYK with proess separation. A hard copy proof must accompany all files if we are to match colour. We do not accept images from websites (low resolution-72 dpi).