



# Home

PRODUCED BY GENESEE VALLEY PUBLICATIONS

*buffalo + rochester*

---

**2022 MEDIA KIT**

---



# MISSION

*Helping our neighborhoods thrive:  
we highlight local artisans and inspire  
the transformation of the places  
we live to the spaces we love. Home.*

WE'RE PROUD TO HAVE WORKED WITH



AMISH  
KITCHEN GALLERY

Renewal  
by Andersen.

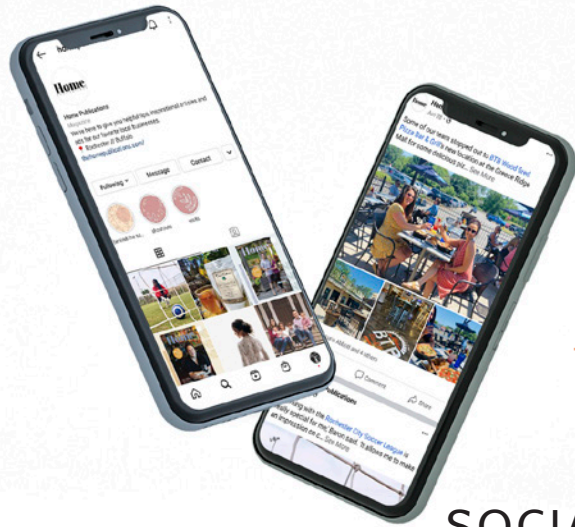
*"We at DL Home & Garden have had a great experience  
advertising in HOME magazine. Working with the staff on  
photoshoots and interviews made it an easy pleasure.  
We have also seen an increase in business and look forward  
to continuing to grow our business relationship."*

*- Bob Breissinger & Brian Coutu, Owners at DL Home + Garden*





# ENGAGING ACROSS ALL PLATFORMS



## SOCIAL MEDIA

Instagram • Facebook • LinkedIn



## MAGAZINES

up to 20,000 print and digital editions  
distributed 6x per year

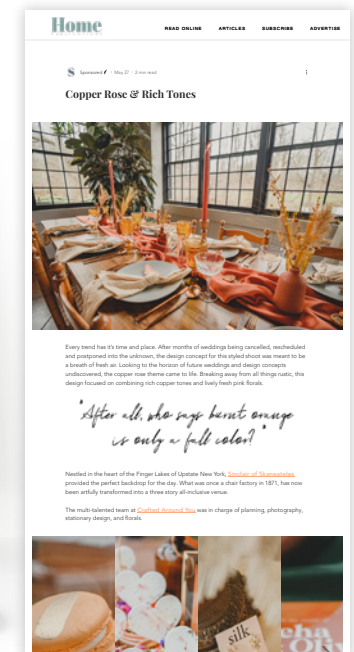
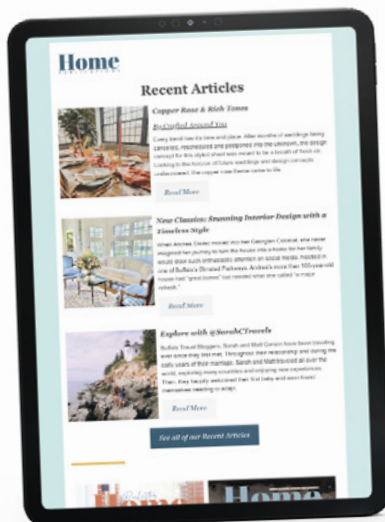
## WEBSITE

Digital versions of past editions  
and featured articles.



## NEWSLETTER

Sent out monthly to  
subscribers with editorial  
and sponsored content





# OUR AUDIENCE

*The HOME Magazine reader is a well-educated, affluent, community-conscious homeowner looking for inspiration to elevate their home, family, and palette.*

**DIRECT MAILED TO HOMES WITH  
HOUSEHOLD INCOME OVER \$200K**

**THOUSANDS MORE AVAILABLE TO  
THE COMMUNITY AT HIGH TRAFFIC  
LOCATIONS & ONLINE.**





# Rochester DISTRIBUTION

*Circulation consists of over 7,000 mailed to homes, plus up to 800 for pickup at high traffic locations, and thousands of impressions online.*

---

- PITTSFORD
- FAIRPORT
- WEBSTER
- BRIGHTON
- PENFIELD
- GREECE
- SPENCERPORT
- HILTON





# Buffalo DISTRIBUTION

*Circulation consists of over 7,000 mailed to homes, plus up to 800 for pickup at high traffic locations, and thousands of impressions online.*

- WILLIAMSVILLE
- CLARENCE CENTER
- EAST AMHERST
- ORCHARD PARK
- GRAND ISLAND
- HAMBURG
- CLARENCE
- GETZVILLE
- TONAWANDA
- EAST AURORA

+

HOME MAGAZINE  
REACHES THE MOST  
AFFLUENT CONSUMERS  
IN THE MARKET.





**You** are exceptional.  
are remarkable.  
are esteemed.

**YOUR REAL ESTATE AGENT SHOULD BE TOO.**

Call today and see how working with Hunt Real Estate Agent, Irina Groysman, can transform your home buying or selling experience in ways you may have never thought possible.

**Irina Groysman**  
LICENSED REAL ESTATE AGENT

**HUNT**  
Since 1911

585.703.8926  
120 Glenrose Rd., Fairport, NY 14450  
Email: irina.groysman@huntrealestate.com



**Sequels**  
Consignment

Sequels features stylish and unusual furniture and home accessories from quality brands like Stickley, Ethan Allen, Arhaus, MacKenzie-Childs and more. Find quality consignment home decor and gifts at surprisingly reasonable prices.

MAIN SHOWROOM: 3450 WINTON PLACE, BRIGHTON | 585.935.7297  
WAREHOUSE SHOWROOM: 100 RAWSON ROAD, VICTOR | 585.398.8456  
Visit a showroom or shop online! [SEQUELSHOMEFURNISHINGS.COM](http://SEQUELSHOMEFURNISHINGS.COM)



# Design Team

***"Creativity is intelligence having fun."***

**- Albert Einstein**

**We love helping local businesses reach their full potential!**

Creative, friendly award winning team, dedicated to producing ideas that work for our clients. Whether it be a print magazine ad, social media boost, or editorial feature, we're here for you!



**AMISH KITCHEN GALLERY**  
LEADING THE WAY IN  
**CABINETRY & DESIGNS**

Our new Orchard Park showroom features full-sized, award-winning kitchen displays with a wide selection of design options and countertops, from granite to quartz. In-house designers will walk you through a wide array of creative possibilities for your kitchen or bath. Amish Kitchen Gallery's experienced staff assists you through every aspect of your project, from design selection to consultation. The installation of your cabinetry is just as important as the cabinetry themselves, that's why we deliver uncompromised installation of your kitchen and bath.

Our exclusive partnership with only the best Amish artisans showcases the quality of craftsmanship that is reminiscent of the "old way" of building with modern day design.

4327 SOUTH BUFFALO STREET | ORCHARD PARK

[WWW.AMISHKITCHENGALLERY.COM](http://WWW.AMISHKITCHENGALLERY.COM)



# PLANNING CALENDAR

2022 MEDIA KIT



## JANUARY//FEBRUARY

SNOW DAYS | WINTER FUN  
A FRESH START | HEALTH, BEAUTY & WELLNESS

...

*Sales Close: December 6th, 2021*

*Creative Due/Final Ad Approval: December 13th, 2021*



## MARCH//APRIL

GARDEN + BLOOMS  
OH HAPPY DAY | WEDDING + CELEBRATIONS

...

*Sales Close: January 31st*

*Creative Due/Final Ad Approval: February 7th*



## MAY//JUNE

FAMILY FUN IN THE SUN | SUMMER  
TAIL-WAGGING SUMMER | PETS

...

*Sales Close: March 28th*

*Creative Due/Final Ad Approval: April 4th*



## JULY//AUGUST

ROAD TRIP | STAYCATIONS, DESTINATIONS + DAY TRIPS  
HISTORY, ARTS + CULTURE

...

*Sales Close: May 30th*

*Creative Due/Final Ad Approval: June 6th*



## SEPTEMBER//OCTOBER

FALL HOME  
SIP, DINE + PLAY

...

*Sales Close: August 1st*

*Creative Due/Final Ad Approval: August 8th*



## NOVEMBER//DECEMBER

WINTER HOME  
HOME FOR THE HOLIDAYS

...

*Sales Close: September 26th*

*Creative Due/Final Ad Approval: October 3rd*



# PRINT ADVERTISING RATES

## • HOME MAGAZINE

Ad Size	1x	3x	6x
Two-Page Spread	\$950	\$855	\$760
Full-Page	\$650	\$585	\$520
Half-Horizontal/Vertical	\$525	\$473	\$420
Quarter-Page	\$385	\$347	\$308

what a deal!

## • PREMIUM POSITIONS

Ad Size	1x	3x	6x
Inside Front Spread	\$980	\$882	\$784
Inside Back Spread	\$980	\$882	\$784
Centerspread	\$980	\$882	\$784
Back Cover	\$950	\$855	\$760

## • FRONT COVER \$2,450

### - 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 Two-Page Business Spotlight Spread

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

### - Full Page Ad

Show off your business in this full page colorful ad!

### - 20 Magazine Copies

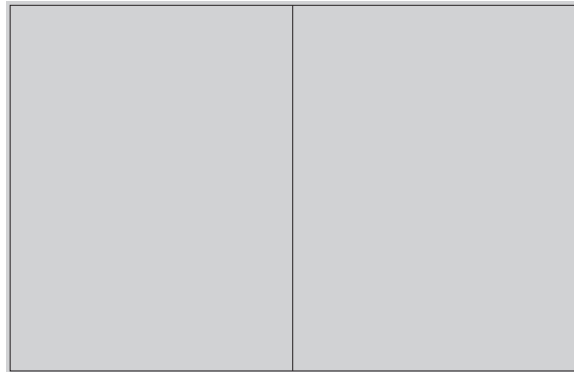
Extras available for an additional fee!



\*prices subject to change.



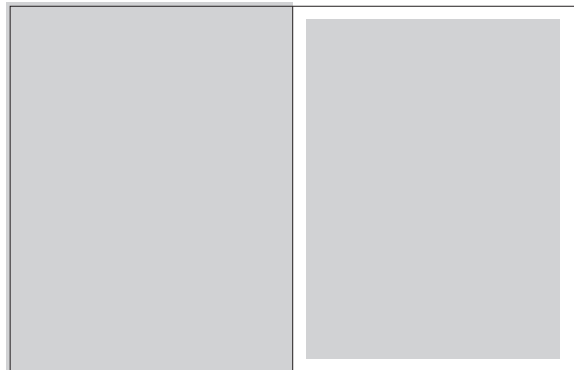
# MAGAZINE ADVERTISING DIMENSION SPECS



## 2-Page Spread with 0.125" Bleed:

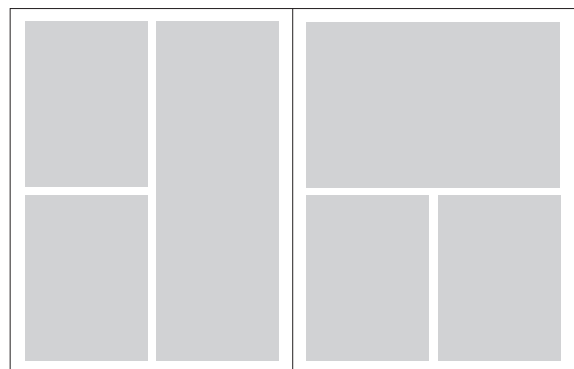
17 x 11.125

*All live text must be  
0.25" from trim*



**Full Page: 8.5x11**  
**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

**1/4 Page:**  
3.75 x 5

## MECHANICAL SPECIFICATIONS

Our staff utilizes Adobe Creative Suite 2021. 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: 8.625 x 11.25  
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 Genesee Valley Publications, Inc. 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 Genesee Valley Publications, Inc. personnel.

## RICH BLACK CMYK MAKE-UP

C: 75 M: 63 Y: 63 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**.





— Let us help you —

# REACH YOUR CUSTOMERS

## **PRINTING**

Business Cards  
Newsletters  
Invitations  
Flyers + Signs

## **PROMOTIONAL**

Mugs & Cups  
Custom Apparel  
Banners  
Yard Signs

## **DIGITAL**

Websites + E-Commerce  
Programmatic Advertising  
Email Marketing  
Social Media Ads



# DIGITAL ADVERTISING

- PROGRAMMATIC ADS

*Reach your target audience across the web and on mobile where they are, however they want to engage.*

Packages starting at \$70+.

All campaigns run a minimum of 13 weeks.

---

- SOCIAL MEDIA PACKAGES (FB + INSTA)

*Drive real business outcomes like brand awareness and website traffic with our social media packages.*

Starting at \$58/week with impression goals of 45,000+. All campaigns run a minimum of 13 weeks

---

- A LA CARTE

*Personalized Blog Post: \$150 includes an article created personally for you by our content writer with up to 10 photos. \*Photos provided by customer unless photoshoot is purchased.*

*Sponsored Blog Post: \$100 includes an informational piece related to your brand with logo and contact info.*

*Contact us for a full list of our digital advertising solutions!*



# PHOTOGRAPHY SERVICES

*for advertisers*

## SIGNATURE HEADSHOT

*Great for upgrading your social profiles and having a few images for your website or print ad.*

Up to 30 Minutes

5+ Final Retouched Photos

Personalized Online Gallery

Full Commercial License

One Location of Your Choice

**\$250**

## PRODUCT PHOTOGRAPHY

*Best for businesses who need high quality professional photographs of their products.*

Up to 60 Minutes

15+ Final Retouched Photos

Personalized Online Gallery

Full Commercial License

At Your Business or Client's Home

**\$350**

## BUSINESS BRAND STORY

*Ideal for businesses who are building their core set of brand photos for all of their marketing needs.*

Up to 90 Minutes

25+ Final Retouched Photos

Personalized Online Gallery

Full Commercial License

Two Locations of Your Choice\*

**\$500**

*\*Additional locations must be within a 20 mile radius of one another. Hair and makeup styling recommendations upon request.*



*We can't wait  
to meet you!*

- THE HOME TEAM

# Home

PRODUCED BY GENESEE VALLEY PUBLICATIONS

THEHOMEPUBLICATIONS.COM

585.226.8111

SALES@GV PUBLICATIONS.COM

