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2022 MEDIA KIT

PHILADELPHIA

## HOME+DESIGN

*Philadelphia Home + Design* is an annual publication showcasing the work of the region's most accomplished architects, builders, designers, landscapers and other businesses that provide services to the homeowner.

In addition to the elegantly produced guide, a digital directory and social media presence will help homeowners find you when they are searching for resources for building, renovating or looking for design ideas.

PHILADELPHIA

## HOME+DESIGN



A COMPREHENSIVE RESOURCE FOR THE HOME ENTHUSIAST

## Annual Distribution

Mailed to select <i>Philadelphia</i> magazine subscribers .....	37,000
Newsstands .....	5,500
Top Doctor, Top Dentist and Top Realtor lists.....	3,300
Targeted Phillymag.com lists .....	2,500
Retail Partners .....	2,000
<b>TOTAL DISTRIBUTION .....</b>	<b>50,300</b>

## CATEGORIES

- Architects
- Custom Builders
- Restoration + Renovation
- Interior Design
- Furniture + Specialty
- Kitchen + Bath
- Tile, Stone + Flooring
- Outdoor Living

*\* Categories are subject to change.*

*Philadelphia Home + Design* is produced by City/Studio for *Philadelphia* magazine.



# Integrated Opportunities

## Showcase Advertorial

**\$11,000 NET**

Showcase your business in a luxurious 4-page advertorial section which includes **TWO** feature photos, up to 3 additional photos, 375 words of copy plus the digital and social media package.



## Brand Premium Options

Cover 2 .....	\$7,500
Cover 3 .....	\$7,250
Cover 4 .....	\$8,850

## Showcase Spread

**\$7,000 NET**

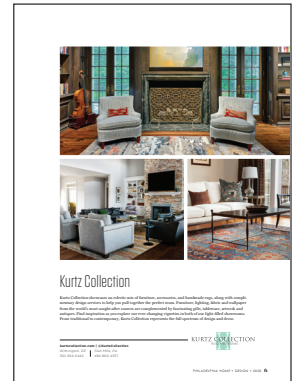
Showcase your business in a impactful advertorial spread featuring **ONE** feature photo, up to 3 additional photos, 75 words of copy plus the digital and social media package.



## Full-Page Showcase

**\$4,350 NET**

Showcase your business in a full-page advertorial featuring 1-3 photographs, 75 words of copy plus the digital and social media package.



**NOTE:** These are examples of spread and single-page designs. Advertorial layouts may vary depending on page placement and assets provided.

**10% Off Early Bird Discount | 7/9**  
**Space Close | 9/29**  
**On Sale | JANUARY 2022**

# Print Presence

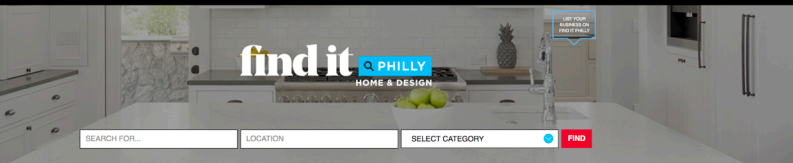
All *Philadelphia Home + Design* advertisers will be featured in *Philadelphia* magazine's *Instagram Inspirations* in-book section throughout the year reaching 664,000 monthly readers. 📈



# Digital + Social Media

(1) Day Instagram takeover on our @phillyhomedesign account (5 posts throughout one day). 📈

📈 (1) Featured enhanced directory listing on phillymag.com's Find it Philly channel, for (12) months.



Philadelphia Magazine's editors have curated the ultimate resource guide to help you find the best design professionals for your home design project. Whether designing a home office, or planning a kitchen remodel, you'll find the very best architects, builders, kitchen and bath experts, lighting designers, and more to help your dream become reality.

1307 RESULTS | RESULTS PER PAGE 10



## Asher Slaunwhite Architects

ARCHITECTURE FIRMS

Asher Slaunwhite Architects is well-known for its design of "Asher Houses" which grace the streets, bays and beaches of exclusive New Jersey shore towns and Philadelphia and are recognizable for their elegant simplicity and timeless details. Founder Mark Asher, joined in 2018 by Partner Deborah Slaunwhite, leads a team of talented architects and designers who...

115 West Avenue, Jenkintown, Pennsylvania, 19046

JENKINTOWN

# Events

You will also have access to our exclusive members-only networking events, open to our advertisers in the home industry (events may be virtual and/or in person, as determined by health and safety protocols).

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## FOR ADDITIONAL INFORMATION

Contact Account Executive Abby Fabrizio at 215-979-7488 or afabrizio@phillymag.com.