

VINEYARD

style

MAGAZINE

2012
MEDIA
INFORMATION

ANTIQUES + ARTS • ARCHITECTS + DESIGN
FINANCIAL INSTITUTIONS • GREEN LIVING • HOME BUILDERS
HOME ELEMENTS • HOME FURNISHINGS • INTERIOR DESIGNERS
KITCHEN + BATH • LANDSCAPE + DESIGN • REAL ESTATE
RESOURCE MARKETPLACE

HOME + DESIGN
RESOURCE GUIDE

An Annual Home + Design Resource Guide for Martha's Vineyard

2012 ADVERTISING RATES

Vineyard Style Magazine presents the island's premiere home and design resource guide. This impressive resource guide is presented in an attractive magazine format, and online at vineyardstyle.com. The 2012 VS Home + Design Resource Guide will be available April 2012 and distributed free to Home + Design Businesses, Realtors Offices, and other key island locations on Martha's Vineyard. In addition the VS Home + Design Resource Guide will be delivered to all subscribers of Vineyard Style Magazine with the Spring 2012 issue. Readers are sure to return to the VS Home + Design Resource Guide for ideas and inspiration throughout the year!

ADVERTISING RATES

GENERAL DISPLAY RATES

Premium - Back Cover	\$3200.00
Premium Position (IFC, IBC, Pg 1)	\$2800.00
2-Page Spread (Profile Ad)	\$2600.00
Full Page Display Ad	\$2200.00
Full Page (Profile Ad)	\$1400.00
Half-Page RG Marketplace Ad	\$1100.00

SAVE 10% OFF GENERAL DISPLAY RATES*

Premium - Back Cover	\$2880.00
Premium Position (IFC, IBC, Pg 1)	\$2520.00
2-Page Spread (Profile Ad)	\$2340.00
Full Page Display Ad	\$1980.00
Full Page (Profile Ad)	\$1260.00
Half-Page RG Marketplace Ad	\$990.00

*Discount is applied when contract is paid in full by 1/27/2012

Resource Guide Distribution

The VS Home + Design Resource Guide is published annually. 25,000 copies are distributed free to: Realtor, Architect, Builder, Interior Decorator and Landscape offices, Garden, Hardware and Paint stores, Home Centers, Cronig's Market, Real Estate Guide office, Physicians offices, Salons and more. In addition the guide is delivered to subscribers of Vineyard Style Magazine with the Spring 2012 issue.

Advertising space is available based on:

- Full Page Premium & Full Page Display ads - are positioned at the front of the guide before the full page formatted ads.
- Full Page (profile ads) - are available by category. Advertisers receive space for business logo, up to 3 photos, general contact information, and 200 words describing business & services.
- Half-page marketplace ads appear after the formatted ad pages. Receive a free listing on vineyardstyle.com.
- Ads will appear in the Resource Guide section on the Vineyard Style Magazine website.

Resource Guide Categories

Antiques + Arts • Architects + Design • Financial Institutions • Green Living • Home Builders • Home Elements
Home Furnishings • Interior Designers • Kitchen + Bath • Landscape + Design • Real Estate • Marketplace