

Demographics and Distribution

Welcome to a direct-marketing opportunity to the interior design and architectural market in the Southwest!

S+D's direct-marketing products include a bi-monthly magazine, a new products e-newsletter and beautiful and user friendly web site where current and archived PDF magazines are all highlighting design-related products and services directed to a controlled circulation of 9,000+ interior designers (residential and commercial), architects, specifiers and home builders in Arizona, Colorado, New Mexico, Nevada, Utah, Montana, Idaho and Wyoming. *Sources+Design* is a trusted avenue of direct advertising for manufacturers, showrooms, artisans and service companies at affordable rates. *S+D's* high-quality formats are essential in engaging readers to build a strong relationship with our readers – your clients and many new clients as well. The format is designed as a four-color, standard magazine format delivered on a high-gloss 70-pound paper stock and features polished editorial plus a formatted editorial showcase section for added readership.

Editorial content includes coverage of business information edited for design/build professionals, up-to-date trends in the industry, award-winning projects, designer commentaries, interviews with leading professionals, profiles of regional designers and architects, a design calendar of industry events and more! *S+D* is product focused and is a valuable resource for your clients when searching for new products and services.

SOURCES + DESIGN

The Specialized Business Publication for Designers, Architects,
Builders and Landscape Professionals in the West

602.870.8440
info@sourcesanddesign.com
www.sourcesanddesign.com
Box 9-626, 13835 N. Tatum Blvd.
Phoenix, Arizona 85032

Audience Profile

Sources+Design's circulation is targeted to active design/build professionals across several broad sections of residential and commercial interior design, architecture and custom home building. Subscribers are continuously accumulated through pertinent association affiliations, showroom and manufacturer customer lists throughout Arizona, Colorado, New Mexico, Nevada, Utah, Montana, Idaho and Wyoming. Bonus circulation as achieved at regional industry events, select showrooms and trade-only design centers.

If you have a new product, new collection or a new company, *Sources+Design* is the most efficient vehicle to drive your product into the hands of design/build professionals and specifiers. There is no other more cost-effective tool available that effectively targets design/build professionals in the Western region than *Sources+Design*.

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Sources+Design magazine

Sources+Design magazine is the only specialized business publication exclusively edited for specifiers and managers in the design/build profession. Consequently, there are specific benefits that advertisers derive from a consistent and continuous schedule. Specifically...

...*Sources+Design* magazine's circulation is controlled, assuring that only subscribers meeting our subscription qualification criteria receive the publication. There is no consumer or retail circulation.

Advertiser advantage: Advertisers are assured that their commercial message is seen by professional specifiers in the design/build business, and there is no waste circulation.

... *Sources+Design* recipients are members of design/build teams. They purchase/recommend/specify/procure the products and services for the projects they're working on. *Sources+Design* readers make purchasing decisions to stay in business.

Advertiser advantage: All *Sources+Design* readers buy products/services.

...Because *Sources+Design*'s circulation is controlled, we can identify every recipient by name, title, company affiliation and mailing address. We know readers receive our publication.

Advertiser advantage: No waste. Only cost-efficient, targeted circulation.

...*Sources+Design* magazine is a specialized business publication. Our editors are knowledgeable about our subscriber's business challenges and opportunities so they can deliver editorial content that is useful to them in managing successful and profitable design/build businesses.

Advertiser advantage: Editorial content that addresses the informational needs of subscribers encourages readership of the magazine, including advertising.

...Because *Sources+Design*'s circulation is regional, its editorial content is much broader in range than statewide or chapter publications. While association chapter publications circulate only to their members, *Sources+Design* magazine covers design/build professionals regardless of their organizational affiliations. Magazines circulated only to recipients within a specific geographic area are generally ineffective based on their cost and the limited coverage they provide.

Advertiser advantage: Only a regional publication can address design/build activities in a region where design, style, architecture and landscape are consistent.

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Editorial Sections

In order to report on emerging developments and trends of interest, *Sources+Design* editors keep an eye on the industry. Along with feature stories, each issue includes *Swatches*, a column designed to keep the industry up-to-date on your company – changes, promotions, expansions, awards and project bids awarded.

Editorial submissions should include the date plus the name of the phone number and name of the contact should our editors need additional information. Editorial deadline is six weeks prior to issue month. *Sources+Design*'s Datebook calendar section is edited to keep the design/ build community up-to-date on current industry events and markets. Industry organizations are encouraged to submit information on events including the location, times, city and state, plus contact information. Deadline for submitting this information is four weeks prior to the issue month.

Send submissions to:

Nora Burba Trulsson, Editor,
Sources+Design Magazine
Box 9-626
13835 North Tatum Boulevard,
Phoenix, Arizona 85032
info@sourcesanddesign.com.

Editorial Content

- Residential design
- Contract design
- Hospitality design
- Architectural features
- Remodeling
- Market Watch: New products
- Business Management
- Goods: Product introductions
- Resource features
- Association and organization awards
- Technology
- Showroom profiles
- Hot Shots: Architectural photographers of the West
- Datebook: Calendar of industry events
- Swatches: Who's doing what and where in the design industry

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PRINT			WEB		
FEATURES	In Every Issue	Editorial Deadlines	Advertising Deadlines	eGoods	eBuzz
January <ul style="list-style-type: none"> Retail Design Plus Our Annual Business and Color Trend Forecasts Colorado ASID Design Awards Project Walk-Through Market Watch: Window Treatments 	Profiles, Swatches, Datebook, Technology, Marketing Management, Showroom and Hot Shots.	November 25, 2011	December 9, 2011	January 10, 17 and 31 February 7, 21 and 28	November 23, 2011
March <ul style="list-style-type: none"> Sports and Fitness Facilities AIA Arizona Design Awards Residential Walk-Through Market Watch: Tile 	Profiles, Swatches, Datebook, Technology, Marketing Management, Showroom and Hot Shots.	January 27, 2012	February 10, 2012	March 6, 20 and 27 April 3, 10 and 17	January 25
May <ul style="list-style-type: none"> Landscape Design Colorado ASIA Design Awards Residential Walk-Through Market Watch: Outdoor Furniture 	Profiles, Swatches, Datebook, Technology, Marketing Management, Showroom and Hot Shots.	March 23	April 6	May 1, 8 and 22 June 5, 12 and 19	March 21
July <ul style="list-style-type: none"> Modern Home Design IIDA Rocky Mountain Chapter Design Awards Project Walk-Through Market Watch: Antiques and Reproductions 	Profiles, Swatches, Datebook, Technology, Marketing Management, Showroom and Hot Shots.	May 18	June 1	July 10, 17 and 31 August 7, 21 and 28	May 16
September <ul style="list-style-type: none"> Green Design IIDA Southwest Chapter Design Awards Residential Walk-Through Market Watch: Green Products 	Profiles, Swatches, Datebook, Technology, Marketing Management, Showroom and Hot Shots.	July 20	August 3	September 11, 18 and 25 October 2, 9 and 23	July 18
November <ul style="list-style-type: none"> Library Design Intermountain Chapter ASID Design Awards Project Walk-Through Market Watch: Storage and Closet Systems 	Profiles, Swatches, Datebook, Technology, Marketing Management, Showroom and Hot Shots.	September 21	October 5	November 6, 13 and 27 December 4, 11 and 18	September 18

Editorial content subject to change without notice.

PUBLISHER: Terry Babb –602-870-8440	ART DIRECTOR: Linda Longmire –602-274-3979
ASSOCIATE PUBLISHER: Karen Romersa –602-696-8768	FOR ADVERTISING: Patrick Jagendorf –562-795-9134 Karen Romersa –602-696-8768
EDITOR: Nora Barba Trullsson –480-443-4315	

Circulation Analysis (September 1, 2011)

	<u>Designers</u>	<u>Architects</u>	<u>Custom Builders</u>	<u>Landscape Architects</u>	<u>Showrooms</u>	<u>Totals</u>
Arizona	1,352	1,500	107	38	263	3,260
Colorado	1,687	1,710	88	32	183	3,700
Idaho	10	16	3	1	6	36
Montana	20	9	2	--	3	34
Nevada	382	351	15	8	46	802
New Mexico	166	347	7	14	22	556
Utah	376	361	12	13	27	789
Wyoming	18	10	--	--	--	28
Totals	4,011	4,304	234	106	550	9,205

Ad Dimensions and Rates

Ad Sizes (in inches)	Width	Length
Two-page spread bleed*	17	11-1/8
Full-page bleed*	8-3/8	11-1/8
2/3-page bleed*	8-5/8	11-1/8
2/3-page	4-3/4	9-3/4
1/2-page horiz. spread bleed*	17	5-1/2
1/2-page horiz. bleed	8-5/8	5-1/2
1/2-page horiz.	7	4-3/4
1/2-page island format	4-3/4	7-1/2
1/3-page vertical, bleed*	2-7/8	11-1/8
1/3-page vertical	2-1/4	9-3/4
1/4-page	3-1/2	4-5/8

Ad Rates

Sources+Design ad rates are available from the publisher. Please contact Terry Babb at 602-870-8440 or e-mail tbabb@sourcesanddesign.com.

Cover Positions

Cover positions are subject to a 15 percent premium in addition to the earned frequency.

Production Fees

Sources+Design provides advertisers professional graphic design and production services. Extra services such as photography, illustrations or non-supplied art work is billed at cost.

Submit advertising materials: <https://www.box.net/login>

Login: info@sourcesanddesign.com Password: sources