

Demographics

Mission Statement

Sources+Design magazine is dedicated to providing continuing product information for interior designers, architects, custom home builders, landscape architects and specifiers in the West. Every issue recognizes superior manufacturers, showrooms and artisans who provide new vision for all practicing professionals racing through an era of rapidly evolving changes. **Sources+Design** provides timely information connecting the design community to new technology, techniques and styles created by the masters of design-related sources. Editorial contributions and suggestions are valued and welcome from any design/build industry professional.

Demographics and Distribution

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

Sources+Design magazine is a bi-monthly specialized business magazine highlighting design-related products and services directed to a controlled circulation of 12,000 interior designers (residential and contract) architects, specifiers and home builders in Arizona, Colorado, California, 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 is 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.

The 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.

Audience Profile

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

If you have a new product, new collection or a new company, this is the most efficient vehicle to drive your product into the hands of more than 25,000* design/build professionals and specifiers. There is no other more cost-efficient tool available to marketers that effectively targets design/build professionals in the Western region than **Sources+Design**. Don't miss this opportunity build your share-of-market through increased sales.

Truly, **Sources+Design** magazine is the most efficient way to reach the design/build market in the West!

* Primary circulation is 12,000-plus. Pass-along readership is based on 2.1 readers per copy.

SOURCES + DESIGN

The Specialized Business Publication For Designers, Architects,
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Advertiser Advantages

Sources+Design Magazine Advertiser Advantages

Sources+Design increases exposure...and establishes new trade clients.

- **Sources+Design** magazine is targeted to more than 12,000 interior designers, architects, landscape professionals, specifiers and home builders in Arizona, California, Nevada, New Mexico, Colorado, Utah, Wyoming, Montana and Idaho.
- Advertisers directly reach active professional buyers and specifiers interested in today's innovations and emerging industry trends in an upscale and appealing environment.
- Stretch advertising dollars with cost-effective rates and with circulation only to the trade – no wasted circulation. **Sources+Design** recipients are buyers – they must be buyers to stay in business.
- **Sources+Design** is sleek in appearance and features superb editorial content written by award-winning journalists – accentuated by colorful photography showing exceptional composition and impact.
- **Sources+Design** has captured the niche as the “design informant of the West” and reinforces that position by providing pertinent business management news, educating professionals on resources, as well as techniques and processes.
- **Sources+Design** takes an active role in the design/build industry through participation in industry events and trade shows. This value-added involvement provides advertisers bonus circulation.

Call 602-870-8440 today for more information.

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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 advantages that **Sources+Design** advertisers benefit from a consistent and continuous promotion campaign. 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 not only their commercial message is seen by professional specifiers in the design/build business, but that 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 are involved in purchase making decisions in order 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 and mailing address. We know readers receive our publication. **Advertiser advantage:** Cost-efficient and effective 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** is a regional magazine, its editorial scope and circulation 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 state or geographic territory are generally ineffective and costly for the limited coverage they provide. **Advertiser advantage:** Only a regional publication can address design/build activities in a region where design, style, culture, architecture and landscape are consistent.

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Editorial Content

Editorial Sections

Sources+Design keeps an eye on the industry and updates the trade on emerging developments and trends of interest. 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, editorial@sourcesanddesign.com.

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

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2010 Editorial Calendar

January/February

- Commercial and residential renovations
- AIA New Mexico Design Awards
- Our Editorial Advisory Board's 2010 Business Outlook Forecast
- Project Walk-Through
- Market Watch: Color forecast and paint products

March/April

- Landscape design
- Arizona Chapter ASLA design awards
- Residential Walk-Through
- Market Watch: Outdoor dining – tables, chairs and outdoor appliances

May/June

- Modern Residential Design
- ASID Arizona North Chapter Design Awards
- Project Walk-Through
- Market Watch: Kitchen cabinetry

August/September

- Sustainable design
- AIA Arizona Design Awards
- Residential Walk-Through
- Market Watch: Green products

October/November

- **Sources+Design's** 15th Special Anniversary Issue
- Healthcare design
- Scottsdale Environmental Design Awards
- Residential Walk-Through
- Market Watch: Wood flooring

December/January

- Restaurants and foodservice establishments
- Forecast 2011
- Colorado ASID Design Awards
- Color Trend Forecast
- Project Walk-Through
- Market Watch: Contract fabrics

In Every Issue

Management:

What managers need to know to run a design/build business

Marketing:

Marketing trends.

Technology:

What the latest tech innovations mean for your design/build business.

Datebook:

Regional, national and international design/build events

Market Watch:

New products

Showroom:

Tour top-of-the-line showrooms

Manufacturer:

Profiles of top manufacturers in the design/build industry

Hot shots:

Architectural photographers of the West

Swatches:

Who's doing what where in the design/build industry

Goods:

Product introductions

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2010 Rates and Specifications

Rates

Sources+Design advertising rates include four-color and bleed. Consult publisher for rates for special presentations such as gatefolds, supplied inserts, blow-ins ride-alongs, etc. Rates quoted are net and not subject to agency discount or commission.

Format	1X	3X	6X
Two-page spread	\$5,580.	\$5,215.	\$4,620.
Full page	\$3,000.	\$2,715.	\$2,430.
2/3-page	\$2,550.	\$2,230.	\$1,995.
1/2-page	\$2,185.	\$1,910.	\$1,535.
Island half-page	\$2,285.	\$2,010.	\$1,635.
1/3-page	\$1,610.	\$1,360.	\$1,130.
1/4-page	\$1,000.	\$755.	\$690.

Ad Sizes (in inches)

	WIDTH		DEPTH
Trim size	8-3/8	x	10-7/8
2 page spread, bleed*	17	x	11-1/8
Full page, bleed*	8-5/8	x	11-1/8
2/3 page, bleed*	5-5/16	x	11-1/8
2/3 page	4-3/4	x	9-3/4
1/2 page horiz. spread, bleed*	17	x	5-1/2
1/2 page horiz., bleed*	8-5/8	x	5-1/2
1/2 page horizontal	7	x	4-3/4
1/3 page vertical, bleed*	2-7/8	x	11-1/8
1/3 page vertical	2-1/4	x	9-3/4
1/4 page (Product Showcase)	3-1/2	x	4-5/8

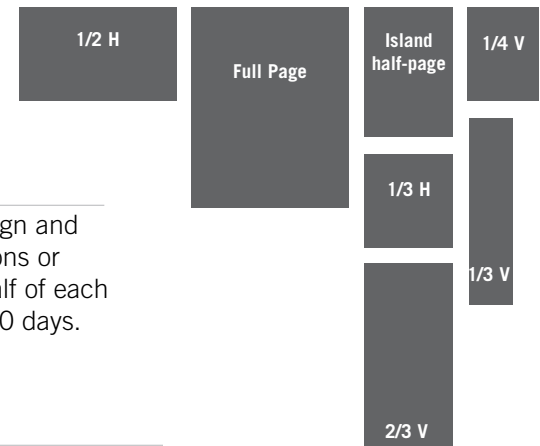
*includes 1/8" bleed
** live area

Cover Positions

Cover positions carry 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. Terms are net, 30 days. Half of each insertion must be paid prior to publication and the remainder in 30 days. Acceptable forms of payment include cash, check or credit card.



2010 Ad Closings

Issue	Space Reservations	Digital Ads Due
January/February	December 4, 2009	December 11, 2009
March/April	February 12, 2010	February 19, 2010
May/June	April 9	April 16
August/ September	July 16	July 23
October/November	September 17	September 24
December/January	November 19	November 26

Uploading Digital Files

For instructions on uploading digital files, please send an email with all of your contact information to Ryan -- rlowry@sourcesanddesign.com

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2010 Online Advertising Rates

Sources+Design's web site, www.sourcesanddesign.com, receives more than 10,000 page views monthly. Be sure your product or service is visible online to the design/build industry.

Top Banner

- \$300 for two months (single), \$600. for two months (double)
- \$550 for four months (single), \$1,100 for four months (double)
- Prominently situated at top of landing page
- JPEG format at 380 x 160 (single) or 780 x 160 (double)

Side Banner

- \$250 for two months (single), \$500 for two months (double)
- \$450. for four months (single), \$900 for four months (double)
- Adjacent to current issue contents list on the landing page
- JPEG format at 180 x 234 (single) or 180 x 468 (double)

Featured Advertorial

- \$1,500 for two months or \$2,500 for four months
- Editorial and photography feature story based on your business.
Written and presented by our professional staff.
- Prominently featured on the landing page.

Premium Print Advertisers

Print advertisers who contract for a six-time schedule are eligible to post their banner along the left side of each page at no additional cost.

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Product Piques

Use **Sources+Design** magazine's Product Piques to announce your company's new, hot products to high-volume buyers and specifiers in the design/build market.

- Reach trade-only buyers/specifiers
- Professionally produced using your product information and artwork
- Easy-to-use format includes 39 product categories
- Two weeks of exposure generates immediate buyer/specifier response
- E-mailed to arrive every Monday morning
- Pennies-per-contact rate
- Contact information encourages buyers/specifiers to contact you immediately and directly

Contact your **Sources+Design** representative today for additional information

Arizona

Sheri Newton: sherin@aol.com or 480-540-3905

Jack Schirra: jschirra@sourcesanddesign.com or 480-231-9397

Sandi Smyth: Sandra.smyth@cox.net or 602-909-7319

California, Nevada, Washington

Patrick Jagendorf: pjagen@verizon.net or 562-795-9134

New Mexico, Colorado, Texas

Cynthia Louis: cynthialouis59@hotmail.com or 970-412-2249

All other locations

Terry Babb: tbabb@sourcesamddesign.com or 602-870-8440

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Production Requirements

Printing: sheetfed.
Binding: perfect bound.
70 lb. gloss paper.
100 lb. cover.

Digital Ads

For best results, ads provided in digital format need to be created on a Macintosh platform in Quark Xpress with placed images created in Adobe Photoshop or Adobe Illustrator. Please notify your account executive if you are unable to provide the ad in this format. Additional charges may apply. **We do not accept ads on film**

Images: Photoshop images must be saved as either an EPS or TIFF. Additionally, 4/C and grayscale images must be scanned at 300 dpi. Line art needs to be scanned at 600 dpi. Artwork that we send out for scanning must be provided to us as a photograph or transparency. All Illustrator images must be saved as either an EPS (binary) or AI file. Please do not scale the images in Quark.

Fonts: All fonts used in Quark XPress or Illustrator files must be included. Postscript fonts only, no True Type fonts.

PMS Colors: Please convert all designated PMS colors used in any application to CMYK in preparation for 4/C printing.

Proofs: IMPORTANT! Please include a color laser output with your document on disk. Unless a Matchprint is included with the document, final color match will be determined by the Advertising Art Director. A minimum of a B&W proof is required on all ads.

Removable Media: Please save your files on either a Zip, Jaz (1GB or 2GB), CD clearly marked with client/design firm return information.

Issuance and Closing date

Published bi-monthly. Advertising closing is 30 days preceding month of issue. Cover schedules can be cancelled only on a 30-day notice before closing date.

Commission

Agency commission: 15% of gross to recognized agencies on space, color and position if total amount due is paid in full within 60 days from insertion date.

Production Charges

There is a charge for all production work, including any typesetting (see rate sheet for costs). All production charges are noncommissionable.

General

All advertisements are accepted and published by the publisher on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in the consideration of the publication of advertisements, the advertiser and/or agency will indemnify and save the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, liability for use of classified materials, and any other claims based on the contents or subject matter of such advertisements.

The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.

No conditions other than those set forth in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.

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Ten Top Reasons to Advertise in Magazines

Magazines and magazine ads garner greater attention:

BIGresearch studies show that when consumers read magazines they are much less likely to engage with other media or to take part in non-media activities compared to the users of TV, radio or the Internet. According to new research from JackMyers, when consumers were asked to rate media based on how likely they are to pay attention to the advertising messages, magazines ranked at or near the top of the list.

Magazine advertising is valuable content:

Consumers value magazine advertising, according to numerous studies. Starcom found that when readers were asked to pull ten pages that best demonstrate the essence of their favorite magazines, three out of ten pages pulled were ads. Consumers told Dynamic Logic that magazine advertising was more relevant or useful than ads in other media.

Magazines supply credibility:

Consumers trust and believe magazines and magazine advertising more than other media. Simmons' Multi-Media Engagement Study shows magazines score higher on being "trustworthy" than TV or the Internet. Multiple other sources also indicate that consumers place significant trust in magazine advertising.

Magazine advertising performs most consistently throughout the purchase funnel:

Magazines generally contribute more than other media when looking across the purchase funnel. As a result, magazines boost other media's effectiveness at all stages of the funnel.

Magazine advertising sells and influences:

Several studies show that magazines are generally the strongest driver of purchase intent. Perhaps this is because more than half of all readers act on magazine ads, according to Affinity Research. Data also show magazines are a leading influence on word-of-mouth.

Magazine advertising drives web searches and visits:

Numerous studies prove that magazine advertising influences consumers to start a search for merchandise online or to visit a website more than any other medium, ranking at or near the top by gender as well as age. In addition, magazine ads build web traffic overall and throughout the purchase funnel.

Magazine advertising improves advertising ROI:

Multiple studies have demonstrated that allocating more money to magazines in the media mix improves marketing and advertising ROI across a broad range of product categories.

Magazine advertising is relevant and targeted:

Consumers consider magazine advertising more relevant than advertising in other media. With a range of titles that appeal to a wide variety of demographics, lifestyles, and interests, advertisers can hone in on targets that fit their needs.

Magazines deliver reach:

Across major demographic groups, the combination of the top 25 magazines delivers more rating points than the top 25 TV shows. In addition, consumers are more likely to turn to magazines to search for information across a variety of categories at least once a week compared to the Internet, based on research from MediaVest.

Magazine audiences accumulate faster than you think – and with lasting impact:

The average monthly magazine accumulates approximately 60 percent of its audience within a month's time, and the average weekly magazine accumulates nearly 80 percent of its audience in two weeks. In addition, consumers refer to magazines multiple times, even saving them, giving advertisers the opportunity for multiple exposures.

Top Ten Reasons source: 2008-09 The Magazine Handbook published by the Magazine Publishers Association.

Sources: BIGresearch Simultaneous Media Usage Study, 2007; JackMyers Emotional Connections Survey, 2007; Starcom; Dynamic Logic; Simmons' Multi-Media Engagement Study, 2007;

Hearst Magazines Engagement Factor Study, 2005; MORI Research, 2006; Marketing Evolution;

Affinity's VISTA Print Effectiveness Rating Service, 2007; Time Inc. Magazine Environmental

Tracking Study, 2006; Carat Insight; MRI, Fall 2007; MediaVest Print/Digital Study, 2008.

See specific examples of how magazines delivered results for more than 150 brands at www.magazine.org/casestudies.

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