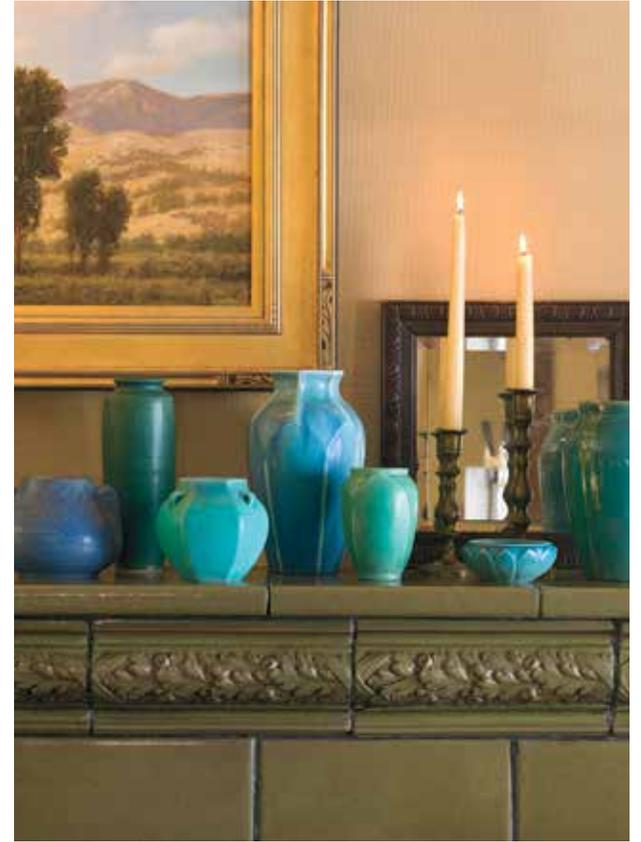


ARTS &  
CRAFTS  
HOMES  
AND THE REVIVAL

EDITORIAL CALENDAR 2020





## A Note on Our Market Growth

On the heels of recent initiatives, we've launched multiple Pinterest boards, upgraded our interactive iPad (subscription) edition, and expanded our Facebook and e-newsletter audiences. *Arts & Crafts Homes'* digital and social audience continues to grow exponentially. Digital subscriptions are outpacing print subs, and every day we add new Facebook followers. What does this mean?

It means that the magazine is reaching a broader audience—without losing the core readers (affluent, well-educated men and women over the age of 50). The expansion is organic, a result of our success in social media, website, and e-newsletter engagement, as well as subscription sales on iPad, Nook, and Kindle devices.

- audience median age is moving downward
- we're reaching new markets outside traditional print subscribers
- more readers in the new-home market

With an advertising strategy in *Arts & Crafts Homes*, you'll put your message in front of today's active homeowners even as you cultivate emerging markets.

# Audience

Perhaps the most targeted segment of our old-house audience, the *Arts & Crafts Homes* audience is a wonderfully unique group. Many are actively building or restoring their dream Arts & Crafts home (not just reading and collecting).

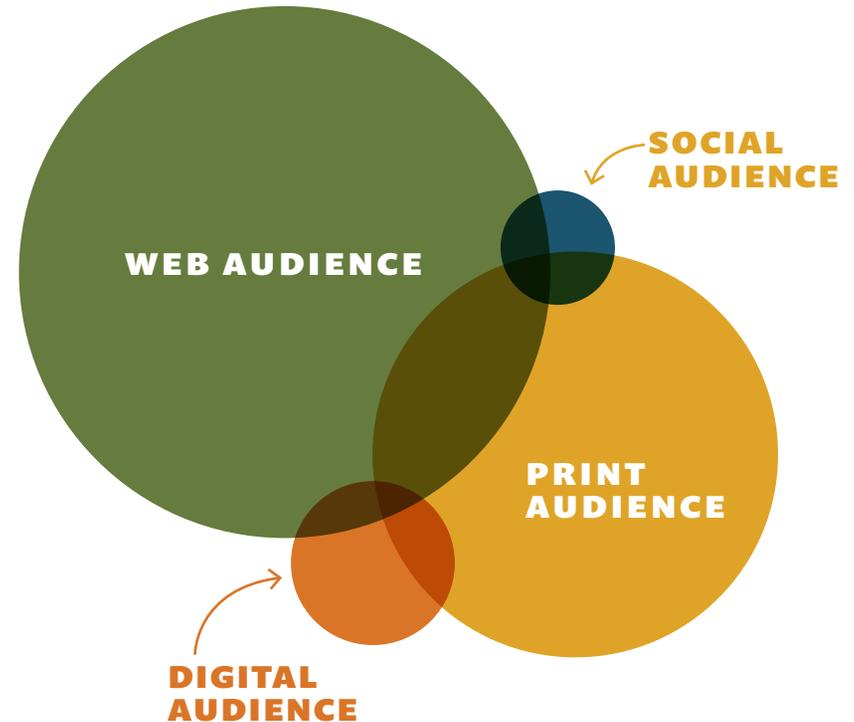
With heroes like William Morris, John Ruskin, and Frank Lloyd Wright, this affluent market segment is the perfect audience for high-end products, lifestyle goods, Arts-and-Crafts-inspired textiles, preservation/restoration/authentic products, and travel destinations as well as everyday goods and services.

## at a glance

Home ownership.....	<b>96%</b>
Male/Female split.....	<b>23%/77%</b>
Mean home value.....	<b>\$428,200</b>
Median home value.....	<b>\$356,100</b>
Mean household income.....	<b>\$129,800</b>
Median income.....	<b>\$122,000</b>
Average age.....	<b>46</b>
College educated.....	<b>92%</b>
Currently renovating/decorating home.....	<b>52%</b>
Style of home effect purchasing decisions.....	<b>94%</b>
Planning renovation/redecorating.....	<b>84%</b>
Current renovation average cost.....	<b>\$96,200</b>
Make purchases from ads in Arts & Crafts Homes.....	<b>52%</b>
Make repeat purchases from same company.....	<b>65%</b>
Ordered through mail, phone, internet within the last year.....	<b>95%</b>
Ordered through interne.....	<b>90%</b>
Ordered home furnishings via internet or mail order.....	<b>65%</b>

(MRI Custom Study)

Total Audience of **Arts & Crafts Homes** is 465,070





## the arts & crafts home: resource guide 2021

with contemporary sources

### SPECIAL ISSUE OF ARTS & CRAFTS HOMES

An annual bonus issue served to subscribers and specially promoted on the newsstand—assuring avid response. This is the issue about our advertisers! This special issue has high retention and pass-along, and features accessible, pretty editorial with an emphasis on REVIVAL SOURCES: illustrated listings and contact information.

Covering **Kitchens & Baths; Furniture and Builtins; Lighting; Hardware & Metalwork; Art Glass; Pottery & Tile; Wallpaper & Finishes; Textiles; Design/Build.**

Arts & Crafts straddles both the renovation and new-home markets, with pocket markets in small home, bungalow court, Pacific Northwest, and “green” building areas. Products shown—art glass lamps, beautiful pottery, new Mission furniture—are popular even outside the A&C niche, making this a cross-over decorating book.

### *Social Media/eNL cycle, Dec 20*

- Flooring Materials
- Around the Hearth
- Period Roofing & Siding
- Decorative Accessories
- FB special: best of today’s revival work

**AD CLOSING: JULY 17, 2020**

**AD MATERIALS DUE: JULY 31, 2020**

**ON-SALE DATE: OCTOBER 6, 2020**



Catapult's mission is simple: To facilitate dynamic customer conversations. To achieve your marketing goals, they'll co-curate targeted messaging and tap the experts and technology of AIM's enthusiast network. Creative, credible, and connected — their team leverages unrivaled capabilities and reach for your brand.



## **CUSTOM CONTENT**

- › Native advertising
- › Blogs, newsletters, social
- › Influencer networks
- › Athlete & expert ghostwriting
- › Online classes (B2C & B2B)



## **VIDEO & TV PRODUCTION**

- › Short-form storytelling
- › Native content
- › Branding & corporate storytelling
- › Advertising campaigns
- › Long form features
- › TV production & consulting



## **LEAD GENERATION**

- › Simple name/email capture
- › Content campaigns
- › Live & virtual events
- › Full nurture/qualify campaigns



## **CREATIVE SERVICES**

- › Print & digital ad creative
- › Photo & video shoots
- › Branding strategy & execution
- › Logos & corporate assets
- › POS displays & packing



## **EVENT ACTIVATION**

- › Logistics management
- › Full turnkey strategy & execution
- › Ticket sales
- › Retail & other mobile tours



## **SOCIAL AUDITS & STRATEGY**

- › Engagements audits
- › Contents strategy & execution
- › Analytics & measurement
- › Influencer campaigns



## **RESEARCH SERVICES**

- › Market studies
- › Focus groups
- › Reader panels
- › Brand awareness/loyalty



## **DATA SERVICES**

- › Customer profiling & tracking
- › Multi-audience marketing
- › Predictive intelligence

# Additional Promotional Opportunities

## LEAD GENERATION ENHANCEMENT

We refine our audience for your specific needs, nurture the leads, and deliver them to you with detailed reporting. Your program may include a library of topic-specific sponsored articles and/or webinars covering all aspects of old houses, from inspection through restoration and repair, decorating and furnishing and ongoing maintenance. The entire library of sponsored content will be available free for instant download to email addresses, allowing us not only to broaden our service to old house enthusiasts, but also to obtain essential contact information.

## PRODUCTS AVAILABLE

### product category sponsorships:

Position your company's product photo near the top of the category page next to your online listing where buyers are searching for your product type (wood windows, door hardware, etc.). Advertising in your product category drives click thrus to your website and builds brand awareness. Sponsorships limited to 2 per category.

**products of the week:** Want to get your company noticed? Our new Products of the Week will feature your company's description, a photo, and a link back to your Company Profile on each editorial page of the site. Reach out to architects, contractors, building managers and suppliers who visit our site each month.

**native/sponsored content:** Add your content to our websites and be promoted on the main page for one month. The content will blend in with the rest of our editorial content and remain on our websites as evergreen content.

**enhanced listings:** Add a product photo to your online listing for increased visibility and positioning higher on the product category page.

### run of site/geo-targeted banner ads:

For maximum web impressions and visibility across the sites, run your online tower or banner ad on ArtsandCraftsHomes.com.

### social media monthly sponsorships

Social Media has become influential in everyone's daily life. Studies show that customers would rather give their money to businesses with an active Facebook page—people get a warm and fuzzy feeling when they see a business that's building a community for themselves.

In 2020 our editors will post on a topic for an entire month on Facebook, & Twitter! Each month brings a different topic that coincides with the current issue of ACH (i.e. Spring Issue—Revival Kitchens & Bath, Fall Issue—Lighting & Hardware).

Sponsor a month and we will link your company's Facebook and Twitter pages to our postings during the entire month. We will also post images, contests, etc from your social pages to ours.

There are also single posts opportunities, as well as Instagram and Pinterest options.

**e-newsletters (opt-in subscribers only, NO spam):** Sponsor an outbound eNewsletter delivered to opt-in subscribers covering Arts & Crafts Homes topics from decorating, flooring lighting, kitchens, hardware to textiles and more.



**dedicated custom emails (opt-in subscribers only, NO spam):** Work with our team to develop a Custom Email and send to our eNewsletter subscribers.

**webinar presentations and sponsorships:** Deliver a live seminar for architects, developers, building owners, facility managers, designers, builders and renovators. Web seminars are LIVE first, then archived on our websites.

**video creation and sponsorships:** Work with our production team to create a company video or sponsor a series of videos.

**websites:** ArtsandCraftshomes.com is hitting record high traffic with 1 million page views/year and 440,000 visitors/year.



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