

Technical Specs

The Magazine

Valley Homes & Style is printed on 70# gloss text paper and trimmed to 8.625" wide by 10.875" high. Content is based on a three column layout. Covers are 80# gloss cover with film lamination on the outside.

Covers

BACK, INSIDE FRONT AND INSIDE BACK COVER

Full Color, Full Bleed

Page Dimensions
8.375"w x 11.125"h

Final Ad Size with Bleed
8.625"w x 11.125"h

Safe Area Dimensions
(Do not place text outside)
8.125"w x 10.625"h

Quarter Page Ads

Full Color, No Bleed

Ad Dimensions
4"w x 5.25"h

Banner Ads

Full Color, No Bleed

Ad Dimensions
8.125"w x 2"h

Full Page Ads

Full Color, No Bleed

Ad Dimensions
8.125"w x 10.625"h

Business Card Ad

Full Color, No Bleed

Ad Dimensions
3.5"w x 2.5"h

Half Page Ads

HORIZONTAL

Full Color, No Bleed

Ad Dimensions
8.125"w x 5.25"h

VERTICAL

Full Color, No Bleed

Ad Dimensions
4"w x 10.625"h



THE BEST shopping destinations and small towns are highlighted in every issue. We focus on the I-81 corridor from Franklin County, Pa., and Washington County, Md., through the Eastern Panhandle of West Virginia, and south through Winchester, Front Royal and Strasburg, Va. To our east we include Adams County, Pa., down Route 15 to Frederick, Md.

Our primary readers are women of moderate affluence, with an interest in dining, art, culture and travel. She loves cooking, decorating and gardening. Predominantly, our reader is mature, owns her own home and is always looking to upgrade her home and lifestyle.

We publish and distribute a minimum of 10,000 copies each issue, with less than one percent return.

Our Facebook link allows interaction with friends of Valley Homes & Style while collecting data on the demographics of our readership, being primarily mature, prosperous females.

Supply press-quality PDF, TIFF, EPS or JPG files, saved CMYK at 300 dpi, with all fonts embedded. Photos or logos downloaded from the internet are generally NOT of high resolution and may print pixelated. NO pagemaker, Microsoft Word or Publisher files accepted. Please create documents to 100% of desired ad size.

Files can be supplied via e-mail to:
Kresha@HomesandStyle.com or Angi@HornbyPublishing.com

Pricing

Premium Packages

ALL ABOUT YOU

Includes a feature editorial plus 6 months (3 issues) of half page advertising.
One time fee of **\$1599**, paid in advance.

TRIPLE THREAT

6 months (3 issues) of half page advertising. One-time fee of **\$1,099**, paid in advance.

Premium Positions

BACK COVER

Full color with Film Lamination - One Issue **\$1599** Per Issue - 1 Year Commitment **\$1399** Per Issue

INSIDE FRONT COVER

One Issue **\$1399** Per Issue - 1 Year Commitment **\$1199** Per Issue

INSIDE BACK COVER

One Issue **\$1299** Per Issue - 1 Year Commitment **\$1099** Per Issue

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One Issue **\$1399** Per Issue - 1 Year Commitment **\$1199** Per Issue

Interior Positions

FULL PAGE - Full color glossy **\$999** per issue - 1 year commitment **\$799** per issue

HALF PAGE - Full color glossy **\$599** per issue

QUARTER PAGE - Full color glossy **\$399** per issue

BANNER ADS - Full color **\$349** per issue

BUSINESS CARD ADS - Full color glossy **\$200** per issue