

ourhouse[®]

New Jersey • Pennsylvania • New York

HOME &
LEISURE

ALONG THE DELAWARE RIVER

SPRING 2007



Welcome

*How to Reach
an* **Affluent
Consumer**

**Be a Charter
Member**

ourhousemagonline.com

Circulation



HOW TO REACH AN AFFLUENT CONSUMER

Our House magazine is mailed exclusively to 8,000 residents with \$175,000+ household income. These upscale readers, predominantly female, ages 30 to 65, are home decorating, gardening, traveling and outdoor sports enthusiasts.

TARGETED READERSHIP

Our House has a circulation base of 16,000 and a pass-on readership in excess of 50,000. An additional 2,000 copies will be distributed at major trade shows.

HIGH PROFILE

For high visibility, 2,000 copies of *Our House* are sold in newsstands, including home and garden, sports and souvenir shops. About 3,000 copies are distributed selectively to doctors and dentist offices, high-end realtors, financial services companies, beauty salons and spas.

LOYAL READERS

An exceptional magazine attracts paid subscribers, estimated to be upwards of 2,000 in the first year. *Our House* enlists subscribers through ourhousemagonline.com, business reply cards and trade event promotions.



OUR MARKET

Ten counties in New Jersey, Pennsylvania and New York ranked among the top 20 fastest growing counties in their respective states.

Total Population: 1,613,023

| | Ranking | Population | Change* |
|---------------------|---------|-------------------|---------|
| New Jersey | | | |
| Warren | 2 | 109,209 | 6.6% |
| Sussex | 5 | 151,146 | 4.8% |
| | | Subtotal: 260,355 | |
| Pennsylvania | | | |
| Pike | 1 | 52,163 | 12.7% |
| Monroe | 2 | 154,495 | 11.4% |
| Northampton | 6 | 278,169 | 4.2% |
| Wayne | 12 | 49,092 | 2.9% |
| Lehigh | 14 | 320,517 | 2.7% |
| Carbon | 17 | 60,131 | 2.3% |
| | | Subtotal: 914,567 | |
| New York | | | |
| Orange | 1 | 363,153 | 6.4% |
| Sullivan | 20 | 74,948 | 1.3% |
| | | Subtotal: 438,101 | |

Source: U.S. Census Bureau data on 2003 population.

*State rank reflects population change from 2000 to 2003.

Advertising

MECHANICAL REQUIREMENTS

Printing Process: Offset

Binding: Perfect

Trim Size: 8-3/8" x 10-7/8" or 8.375" x 10.875"

Margins: Ads should not extend beyond the edge of the page by 1/8 inch. Keep type and non-bleed items 3/16 away from final trim edge.

Electronic Files and Format: We work on Macintosh Platform and accept Photoshop 5.0 or greater and Adobe Illustrator 8.0 or greater. Please provide an Acrobat distiller PDF file @ 300 dpi @ 100% with crop marks and bleeds. We will also accept (no layers) TIFF or EPS format in CMYK (no RGB). Images must be 300 DPI or higher @ 100% of ad size with crop marks and bleeds.

Fonts: Include all fonts for text and graphics. Do not use stylize fonts or TrueType fonts such as Mac system fonts (Chicago, Geneva, etc.) or Windows system fonts (Verdana, Tahoma, Impact, etc.).

Final Proof: Send sample of the ad to be printed (Flat art).

Production Charges: Any work done to a digital file, such as conversion from RGB to CMYK, changing or replacing missing fonts or any prepress alterations will be charged separately.

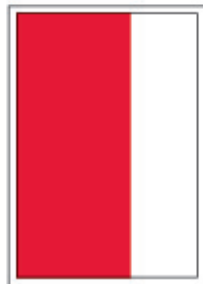
Send PDF digital files to art@ourhousepublications.com or CD to P.O. Box 1226, Bushkill, PA 18324.

For any question email us at art@ourhousepublications.com or contact us at 570-588-9700.

AD SIZES*



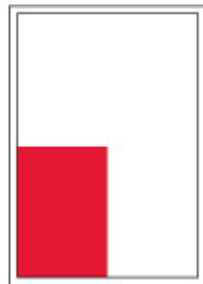
Full Page
7.375 x 9.75



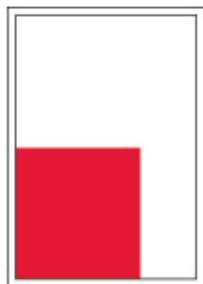
2/3 Page
4.861 x 9.75



1/2 Page
7.375 x 4.875



1/4 Page
3.687 x 4.875



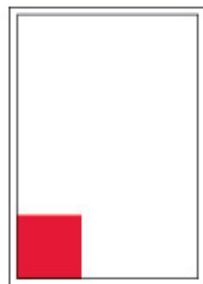
1/3 Page Horizontal
4.861 x 4.875



1/3 Page Vertical
2.34 x 9.75



1/6 Page Horizontal
4.861 x 2.34



1/12 Page Horizontal
2.34 x 2.34

*Note: 1/6 and 1/12 page ads will be grouped together in the Marketplace section.

BE A CHARTER MEMBER

- Get listed as an advertiser in our resource guide and Web page.
- Link your Web site to ourhousemagonline.com.
- Promote your special home and garden and leisure event in our Season's Specials calendar.
- Receive complimentary copies for your major trade event.

RATES

| 4-Color | 1x | 2x | 4x |
|-----------|---------|---------|---------|
| Full page | \$5,150 | \$4,584 | \$4,080 |
| 2/3 | \$3,863 | \$3,438 | \$3,060 |
| 1/2 | \$3,090 | \$2,750 | \$2,448 |
| 1/3 | \$2,575 | \$2,292 | \$2,040 |
| 1/4 | \$2,318 | \$2,063 | \$1,836 |
| 1/6 | \$1,545 | \$1,375 | \$1,224 |
| 1/12 | \$ 773 | \$ 688 | \$ 612 |
| Spread | \$9,785 | \$8,710 | \$7,752 |
| Cover 2 | \$6,180 | \$5,501 | \$4,896 |
| Cover 3 | \$5,665 | \$5,042 | \$4,488 |
| Cover 4 | \$6,438 | \$5,730 | \$5,100 |

| B & W | 1x | 2x | 4x |
|-----------|---------|---------|---------|
| Full Page | \$3,605 | \$3,209 | \$2,856 |
| 2/3 | \$2,704 | \$2,407 | \$2,142 |
| 1/2 | \$2,163 | \$1,926 | \$1,714 |
| 1/3 | \$1,803 | \$1,605 | \$1,428 |
| 1/4 | \$1,622 | \$1,444 | \$1,285 |
| 1/6 | \$1,082 | \$ 963 | \$ 857 |
| 1/12 | \$ 541 | \$ 481 | \$ 428 |
| Spread | \$6,850 | \$6,097 | \$5,426 |

Agency Commission: 15% off gross to recognized agencies.

Special Position: 10% premium

Call 570-588-9700 or email sales@ourhousepublications.com for space reservation.

2007 DATES

| Issue Date | Closing Date | Materials Due |
|-----------------------------|--------------|---------------|
| March 1 <i>Spring</i> | January 3 | January 10 |
| June 1 <i>Summer</i> | April 4 | April 11 |
| September 1 <i>Fall</i> | July 5 | July 11 |
| December 1 <i>Winter</i> | October 3 | October 10 |