

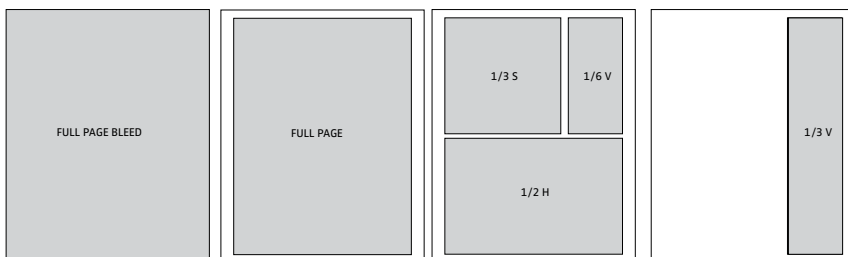
2011 publishing schedule

ISSUE	EDITORIAL FEATURES	SPECIAL ADVERTISING SECTIONS	AD CLOSE & MATERIALS DUE	ON SALE
Spring	Detroit Home Design Awards	Design Awards Congratulations Spring Cookbook Landscape Design Retirement Living & Home Health Care Detroit Home Professionals Marketplace Pets & Vets Tradespaces Real Estate All Stars	February 8	March 22
Summer	Outdoor Living	Summer Cookbook Landscape Design Retirement Living & Home Health Care Detroit Home Professionals Marketplace Pets & Vets Tradespaces Building Industry Association Remodelers Resource Guide	May 4	June 15
Fall	Kitchen & Bath Cooking	Plumbing & Hardware Autumn Cookbook Retirement Living & Home Health Care Detroit Home Professionals Marketplace Pets & Vets Tradespaces Real Estate All Stars	August 10	September 28
Winter	Design Trends Holiday Gift Guide	Winter Cookbook Retirement Living & Home Health Care Detroit Home Professionals Marketplace Pets & Vets Tradespaces	November 2	December 15

2011 net advertising rates

AD SIZE	1X FOUR COLOR	2X FOUR COLOR	4X FOUR COLOR
Full page	\$3,795	\$3,415	\$3,035
1/2 page	2,655	2,390	2,125
1/3 page	1,975	1,780	1,580
1/6 page	1,100	990	880
COVERS	1X FOUR COLOR	2X FOUR COLOR	4X FOUR COLOR
2nd cover	\$5,340	\$4,805	\$4,270
3rd cover	4,480	4,355	3,870
4th cover	6,250	5,625	5,000
TOC adjacency or guaranteed position	4,365	4,930	3,490

Ad sizes



Detroit Home

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