

# Detroit Home

MAGAZINE



MEDIA KIT 2012





**D**EBORAH SILVER, founder of Detroit Garden Works and Deborah Silver & Co., is a true garden crusader.

Fourteen years ago, Silver purchased a 1930s home in Pontiac, a cozy Spanish-style house with Arts and Crafts influences. It quickly became the object of her creative passion.

The home's extra-wide lot had sloping grounds that quickly proved to be a gardening and entertaining calamity. So Silver set about leveling the land. She erected stone retaining walls and terraced the entire yard, creating five sections on three levels. "I was interested in a beautiful place where I could spend time ... a place I could just relax after work," she says.

The garden now represents a tranquil sanctuary, very much reflective of her home's architecture and very much an expression of her "voice."

One garden corner is the private turf of her cow, a bovine statue that's alive with sheet moss growing through steel armature — a green coat that's groomed with an occasional spritz of moss dye. Corraling the cow, which was a gift to her by one of her staffers, is an intricate fence fabricated by Diseños Iron in Detroit, which created the design to match the ironwork on the house.

On the lower terrace, Silver added a narrow, shallow water feature that cools hot toes and entertains with three variable fountains. The pool is visible from the master bedroom. When designing landscapes, Silver says she considers how the garden will look from the inside out.



Opposite: Retaining walls divide the yard into sections and remedy the difficulty of sloping grounds. Above: The '30s-era home has Spanish influences. A shallow pool provides calming scenery and cools hot feet in the summer.

**The mission of *Detroit Home*:** Each issue showcases metro Detroit style — how we design, build, furnish, landscape, and live in our homes.

## CIRCULATION

*Detroit Home* has a print run of 30,000 copies of each issue with an estimated readership of more than 159,498.\* *Detroit Home* uses three distribution channels:

**Subscriptions:** On average, *Detroit Home* reaches approximately 17,000 subscribers each issue throughout metro Detroit.

**Newsstands:** *Detroit Home* is available in metro Detroit Barnes & Noble stores.

**Demographic Targeting:** 10,000 copies target affluent and upscale consumers in high reader pass-along venues, such as spas, salons, and physicians' and attorneys' offices throughout the area.

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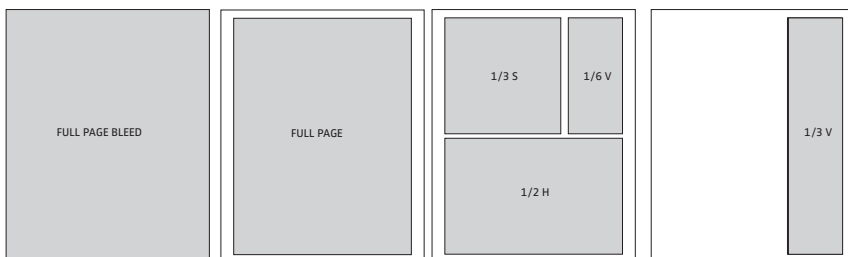
# 2012 publishing schedule

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 7	March 29
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 1	June 12
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 7	September 18
Winter	Design Trends Hostess Gifts	Winter Cookbook Retirement Living & Home Health Care Detroit Home Professionals Marketplace Pets & Vets Tradespaces	October 30	December 11

## 2012 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



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