



CEDAR VALLEY

HOME & GARDEN

WWW.CV-HG.COM

CVH&G magazine is Iowa's premier home magazine. We celebrate how we live, as well as trends. The quarterly publication offers readers a look inside both luxurious, interesting and attainable homes throughout Iowa, provides inspiring ideas on decorating, design, color, home furnishings, garden and entertaining, as well as expert advice.

- ✦ ONLY LOCAL HOME MAGAZINE IN THE AREA
- ✦ STRATEGICALLY SELECTED ZIP CODES ASSURE HIGHEST-QUALITY AUDIENCE
- ✦ INSERTED AND DELIVERED TO 17,500 TARGETED METRO HOMES
- ✦ ENTIRE PUBLICATION CAN BE VIEWED ONLINE AT WWW.CV-HG.COM
- ✦ 12,500 DISTRIBUTED AT PRIME LOCATIONS IN WATERLOO, CEDAR FALLS, CEDAR RAPIDS, IOWA CITY & SURROUNDING AREAS
- ✦ QUARTERLY PUBLICATION
- ✦ GLOSSY FULL COLOR FORMAT

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PUBLICATION DATES & DEADLINES

2015		
ISSUES	PUBLICATION DATE	AD DEADLINE
Spring 2015	Tuesday, February 3, 2015	Friday, December 26, 2014
Summer 2015	Tuesday, May 26, 2015	Friday, April 24, 2015
Fall 2015	Tuesday, August 25, 2015	Friday, July 24, 2015
Winter 2015	Tuesday, November 24, 2015	Friday, October 23, 2015



ADVERTISING CONTRACT RATES

2015				
AD SIZE	OPEN	2x	4x	8x
Back Cover	N/A	\$4,157	\$3,442	\$3,010
Inside Cover	N/A	\$3,872	\$3,287	\$2,939
Full Page	\$4,022	\$3,466	\$3,132	\$2,868
1/2 Page	\$2,255	\$1,943	\$1,755	\$1,609
1/3 Page	\$1,558	\$1,344	\$1,215	\$1,114
1/6 Page	\$779	\$672	\$624	\$599



Premium position must be sold as full-page bleed. Multi-runs are to be completed in 2015 to earn rate. Rates effective for issues published in 2015. All ad rates include full color and online webfeed for 30 days. Rates are per issue.

\$20.00 creative service fees may apply. Please ask your sales consultant for more information.

**Note that all advertisers will be charged a fee of \$39.00 for Search Boost in addition to the pricing above.

ADVERTISING DIMENSIONS

2015			
AD SIZE	WIDTH		HEIGHT
Full Page (add 1/8" Bleed)	8.5"	x	11"
Full Page no bleed	8"	x	10.173"
1/2 Page Horizontal	8"	x	5"
1/2 Page Vertical	5"	x	7.6"
1/3 Page Vertical	2.54"	x	10.173"
1/3 Page Square	5"	x	5"
1/6 Page Horizontal	5"	x	2.4"
1/6 Page Vertical	2.54"	x	5"

The full-color magazine has a trim size of 8.5" x 11" and is printed on high-quality, bright white, glossy 60 lb. coated stock.

