

HOME & GARDEN

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**
- ♦ INSERTED AND DELIVERED TO 16,000 TARGETED METRO HOMES
- ♦ 12,500 DISTRIBUTED AT PRIME LOCATIONS
 IN WATERLOO, CEDAR FALLS, CEDAR
 RAPIDS, IOWA CITY & SURROUNDING
 AREAS
- GLOSSY FULL COLOR FORMAT
- ♦ STRATEGICALLY SELECTED ZIP CODES
 ASSURE HIGHEST-QUALITY AUDIENCE
- ♦ ENTIRE PUBLICATION CAN BE VIEWED ONLINE AT WWW.CV-HG.COM
- QUARTERLY PUBLICATION

THE COURIER

PUBLICATION DATES & DEADLINES

2018					
ISSUES	PUBLICATION DATE	AD DEADLINE			
Spring 2018	Tuesday, February 6, 2018	Monday, January 8, 2018			
Summer 2018	Tuesday, May 22, 2018	Friday, April 20, 2018			
Fall 2018	Tuesday, August 21, 2018	Friday, July 20, 2018			
Winter 2018	Tuesday, November 20, 2018	Friday, October 26, 2018			





92%

OF HOME &
GARDEN
READERS OWN
THEIR OWN
HOME

ADVERTISING CONTRACT RATES

		2018		
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

*25% increase on National advertising

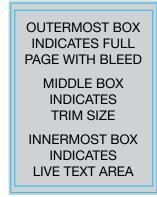
\$35.00 creative service fees may apply. Please ask your sales consultant for more information.

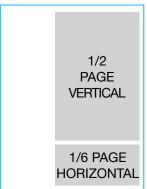
Premium position must be sold as full-page bleed. Multi-runs are to be completed in 2018 to earn rate. Rates effective for issues published in 2018. All ad rates include full color and online webfeed for 30 days. Rates are per issue.

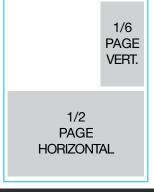
ADVERTISING DIMENSIONS

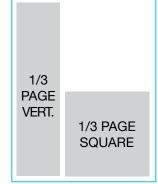
2018					
AD SIZE	WIDTH		HEIGHT		
Full Page (add 1/8" Bleed)	8.5"	Х	11"		
Full Page no bleed	8"	Х	10.75"		
1/2 Page Horizontal	8"	Х	5"		
1/2 Page Vertical	5"	Х	7.6"		
1/3 Page Vertical	2.54"	Х	10.173"		
1/3 Page Square	5"	Х	5"		
1/6 Page Horizontal	5.274"	Х	2.4"		
1/6 Page Vertical	2.54"	х	5		

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.









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