



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

**65%**

OF HOME &  
GARDEN  
READERS ARE  
FEMALE

**New  
This Year**

ENHANCED EXPOSURE  
FOR YOUR BUSINESS ON  
[WWW.CV-HG.COM](http://WWW.CV-HG.COM)

**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.**

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

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"	x	11"
Full Page no bleed	8"	x	10.75"
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	5.274"	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.

OUTERMOST BOX  
INDICATES FULL  
PAGE WITH BLEED

MIDDLE BOX  
INDICATES  
TRIM SIZE

INNERMOST BOX  
INDICATES  
LIVE TEXT AREA

1/2  
PAGE  
VERTICAL

1/6 PAGE  
HORIZONTAL

1/6  
PAGE  
VERT.

1/2  
PAGE  
HORIZONTAL

1/3  
PAGE  
VERT.

1/3 PAGE  
SQUARE