

Westchester Home, the county's premier shelter magazine, is the go-to resource for homeowners looking to renovate, decorate or simply celebrate good living. Each of its four issues takes the reader on sweeping photographic tours of some of Westchester's most stunning homes and gorgeous gardens, often providing entrée into the private domains of area celebrities and personalities. In addition, cutting-edge, innovative and beautifully designed products introduce readers to the newest offerings on the market. Service-oriented articles offer guidance on everything from remodeling to design challenges, providing expert ideas and creative solutions.

Moreover, the magazine has become known as the top source for local professionals, services and shopping, from home furnishings and accessories to design professionals and landscape architects. Broadening its reach to include not only where readers live but how they live, *Westchester Home* has expanded its coverage to include good living, such as travel, real estate, entertaining, food and wine and more—all subjects of reported interest to our sophisticated readership.

2009 EDITORIAL LINEUP

SPRING

Perfect Vision

Three Westchester Homes with Artistic Style

Space Reservation Deadline: March 6, 2009

SUMMER

Summer Style

All Elements for Elegant Outdoor Living

Special: Exclusive Coverage of *Westchester Magazine's* DreamHome 2009

Space Reservation Deadline: May 29, 2009

FALL

Inspired Design

8 Ways to Personalize Your Home

Space Reservation Deadline: September 11, 2009

WINTER 2010

Color Guard

Add Punch to Your Place with Stylish Shades of Paint, Fabric, Furniture, and Fun Accessories

Space Reservation Deadline: December 4, 2009

SPECIAL ADVERTISING SECTIONS

Professional Profiles
Home Enhancements

EDITORIAL DEPARTMENTS

| | | | |
|---------------------|-------------|--------------|------------|
| Travel/Destinations | Personality | Savor | Shops |
| Picks | Solutions | Entertaining | Indulgence |
| Kitchens | Real Estate | Design | Buzz |

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BIG W AWARDS



Summer 2006

Gold Award for Media Design
Bronze Award for Photography
(Cover Photo)



Summer 2007

Silver Award for Media Design



Winter 2007

Bronze Award for Media Design



Fall 2007

Silver Award for Media Design

westchester home

westchestermagazine.com

2009 MEDIA KIT

WESTCHESTERS PREMIER SHELTER MAGAZINE

DISTRIBUTION

Each issue will have a distribution of 30,000 copies.

Newsstands:

Westchester Home will have prominent distribution at desirable newsstand locations and bookstores in Westchester County, lower Fairfield County and New York City.

Targeted in-home distribution:

Westchester Home is mailed to affluent homes in Westchester County with home values of over \$1 million.

Events:

Westchester Home is distributed at major local and national trade shows throughout the year, as well as at home and garden consumer shows in the region.

Associations:

Westchester Home is mailed to members of the American Society of Interior Designers (ASID), the Westchester Chapter of the American Institute of Architects (AIA) and the Hudson Valley Builders Association (NAHB).



EARNED VALUE PROGRAM

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In Magazine:

Advertiser Index

All advertisers are featured here with an address, phone number and website.

Event Planner & Datebook

All advertisers running an ad may promote a home-related event in this calendar.

Counter Cards

All advertisers running a 1/3 page advertisement or larger will receive laminated, easel back display cards featuring their ad and "As Seen In *Westchester Home*" for retail and trade show display purposes.

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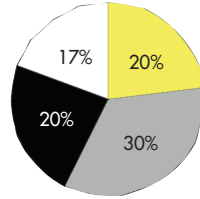
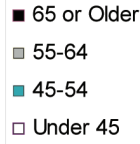
For advertising information, contact Ana Mantini 914.345.0601x145 amantini@westchestermagazine.com
100 Clearbrook Road, Elmsford, NY 10523 Fax 914.345.9408

MARKET RESEARCH

All demographic information was provided by Accelara Research in January 2007.



Age



Gender

| | |
|---------|-----|
| Female | 73% |
| Male | 26% |
| Married | 71% |



Readership

| | |
|---|--------------|
| Read 4 out of 4 issues | 53% |
| Average time spent reading the magazine | 50.4 minutes |
| Discussed something they read with someone else | 58% |
| Passed magazine along to another reader | 29% |

Home Ownership

| | |
|------------------------------------|---------------|
| Own a Home | 77% |
| Average value of home | \$1.3 Million |
| Own other real estate | 41% |
| Average value of other real estate | \$1.2 Million |

Westchester Home inspires action among nearly all readers.

| | |
|--|-----|
| Shopped in store they saw advertised or written about | 43% |
| Bought a product or service they saw advertised or written about | 30% |
| Recommended a product, service or store to others | 19% |

Affluent readers spend substantial sums.

| | Purchased | Avg. Purchase |
|-------------------|-----------|---------------|
| Fine Wine | 72% | \$2,714 |
| Furniture | 62% | \$4,126 |
| Linens/Bedding | 69% | \$931 |
| Appliances | 53% | \$3,188 |
| Window Treatments | 47% | \$2,261 |
| Floor Coverings | 40% | \$2,906 |
| Table Top | 32% | \$652 |
| Fine Art | 27% | \$2,854 |
| Antiques | 16% | \$4,056 |

Westchester Home readers use a wide variety of home and personal services in Westchester.

| | |
|-----------------------------|-----|
| Contractor/Builder | 48% |
| Gardener/Landscape Service | 41% |
| Real Estate Broker | 18% |
| Interior Designer/Decorator | 17% |

Over half have remodeled or renovated their homes in the past year.

| | | |
|--|-----|----------|
| Primary Residence (in total) | 52% | \$31,530 |
| Outside Space (yard, pool, landscaping, walks, etc.) | 43% | \$7,835 |
| Kitchen or Bath | 34% | \$19,759 |
| Tile/Marble/Granite/Stone | 28% | \$4,906 |
| Window (new or replacement) | 13% | \$8,087 |

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