

# OceanHome

THE LUXURY COASTAL LIFESTYLE MAGAZINE

## 2013 REAL ESTATE MEDIA KIT

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# DISTRIBUTION

*OCEAN HOME* is available both in print and digitally by subscription and controlled proprietary circulation, as well as by individual purchase at select newsstands across the country.

## EXCLUSIVE HOME DELIVERY

50,000 print editions are mailed 6x a year to high-net-worth households while 30,000 subscribers receive the magazine digitally on a bi-monthly basis.

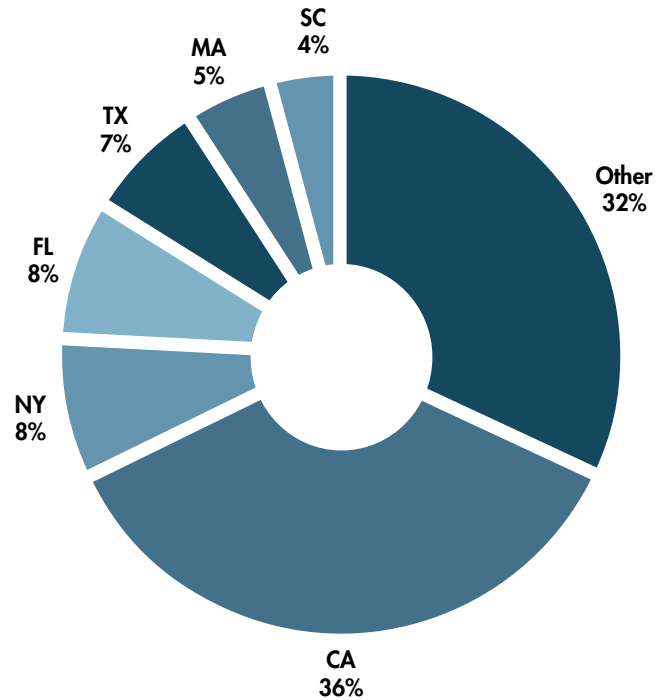
## IN-ROOM & PRIVATE JET DISTRIBUTION

*Ocean Home* has exclusive in-room distribution at top boutique hotels and resorts in iconic coastal regions throughout the U.S. Additionally, the magazine has proprietary agreements with top national private jet terminals for continuous distribution within the FBOs and on board the aircraft.

**TOTAL DISTRIBUTION:**  
**80,000**

**TOTAL READERSHIP:**  
**216,000**

## GEOGRAPHIC BREAKDOWN



## RESORTS (IN-ROOM DISTRIBUTION)

### NANTUCKET

The White Elephant  
The Jared Coffin House  
The Wauwinet  
The Cliffside Beach House  
Cottages at Boat Basin

### RHODE ISLAND

Newport Club  
The Ocean House Hotel & Resort  
Surfside Narragansett Resort & Residences  
41 North Resort  
Beach House Newport  
Watch Hill Inn

### THE HAMPTONS

East Hampton Point Marina & Resort  
The Stone House  
The Baker House 1650  
The Hunting Inn

### FLORIDA

Sailfish Point  
Ocean Reef Club  
1000 Ocean  
Abec Resorts  
Acqualina Resort & Spa  
Admirals Cove Resort  
The Ritz-Carlton, Fort Lauderdale  
Westshore Yacht Club

### CALIFORNIA

Malibu Beach Inn  
Shade  
Tickle Pink Inn

### BAHAMAS

Casa Del Mar  
Rokers Point

### TURKS & CAICOS

Unicorn Bookstore

### AIRPORTS-FERRY SERVICE

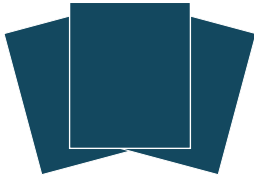
Nantucket National Airport  
Westerly Rhode Island Airport  
East Hampton Airport  
Cross Sound Ferry from CT to LI  
Lan Mar Aviation - Groton, CT  
TAC Air - Windsor Locks, CT  
Constitution Marina - Boston, MA  
Jet Aviation Hanscom Field - Bedford, MA  
Rectrix Hyannis - Hyannis Port, MA  
First Aviation Services, Teterboro, NJ  
Avitat Westchester - White Plains, NY  
Million Air - White Plains, NY  
Avports - North Kingston, RI  
Landmark Aviation - North Kingston, RI  
Northstar Aviation - Warwick, RI  
Rhode Island Aircraft Services - Warwick, RI  
Hughes/Malibu Heliport  
Priester Aviation - IL  
Wings Aviation - Kissimee, FL  
Boca Aviation - Boca Raton, FL

# DEMOGRAPHICS

OCEAN HOME'S targeted circulation to the nation's most affluent households ensures your message reaches an audience with unmatched buying power.

## BY THE NUMBERS

51	average age
49%	male
51%	female
90%	married
67%	college education
33%	other education
\$1,214,000	average household income
\$5,831,000	net worth
\$1,964,000	primary residence value



### MAGAZINES

50,000  
Rate Base

135,000  
Total Audience

6x  
Frequency

2006  
Year Established



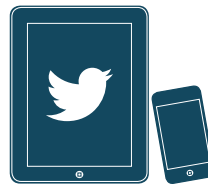
### DIGITAL

30,000+  
Dedicated Subscribers

58,385+  
Average Monthly  
Page Views

21,469+  
Average Monthly  
Unique Visitors

17,000+  
Editorial  
eNewsletter  
Subscribers



### SOCIAL MEDIA

4,265+  
Facebook Fans

17,480+  
Twitter Followers

800+  
Pinterest Followers



### PROPRIETARY DISTRIBUTION

40+  
Luxury hotels and  
resorts across  
the country exclusively  
distribute *Ocean Home*  
in rooms

20+  
Private jet terminals  
exclusively distribute  
*Ocean Home* in  
lounges and  
on planes.

# EDITORIAL CALENDAR

## FEBRUARY/MARCH

### THEME

Design

### SPECIAL SECTIONS

Caribbean Living

Closing: November 7, 2012

On Sale: January 21, 2013

## APRIL/MAY

### THEME

Hawaii

### SPECIAL SECTIONS

New England Living

Closing: January 16, 2013

On Sale: March 19, 2013

## JUNE/JULY

### THEME

Eco

### SPECIAL SECTIONS

Hamptons

Closing: March 20, 2013

On Sale: May 21, 2013

## AUGUST/SEPTEMBER

### THEME

Top 25 Homes

### SPECIAL SECTIONS

Coastal Architects/Interior Designers

Closing: May 8, 2013

On Sale: July 10, 2013

## OCTOBER/NOVEMBER

### THEME

Architecture

### SPECIAL SECTIONS

Top Villa Rentals

Closing: July 24, 2013

On Sale: September 24, 2013

## DECEMBER/JANUARY

### THEME

The Mediterranean

### SPECIAL SECTIONS

Top Marina Living

Closing: September 11, 2013

On Sale: November 12, 2013





# REAL ESTATE DATES

## FEBRUARY/MARCH 2013

Closing November 7, 2012  
Materials Due November 20, 2012  
Ads Due November 28, 2012  
On Sale January 21, 2013

## APRIL/MAY 2013

Closing January 16, 2013  
Materials Due January 25, 2013  
Ads Due January 30, 2013  
On Sale March 19, 2013

## JUNE/JULY 2013

Closing March 20, 2013  
Materials Due March 29, 2013  
Ads Due April 3, 2013  
On Sale May 21, 2013

## AUGUST/SEPTEMBER 2013

Closing May 8, 2013  
Materials Due May 17, 2013  
Ads Due May 22, 2013  
On Sale July 10, 2013

## OCTOBER/NOVEMBER 2013

Closing July 24, 2013  
Materials Due August 2, 2013  
Ads Due August 7, 2013  
On Sale September 24, 2013

## DECEMBER/JANUARY 2013

Closing September 11, 2013  
Materials Due September 20, 2013  
Ads Due September 25, 2013  
On Sale November 12, 2013

**Materials Dates** are for ads that need any design work or changes made. This includes changes being made to an existing ad and designing a new ad from scratch. **Ads Due Dates** are for ads that are completed and require no work.



# REAL ESTATE RATES



**OCTOBER/NOVEMBER 2012**  
*Seaside Escape*  
 InterContinental Danang  
 Sun Peninsula Resort

	ONE ISSUE	THREE ISSUES	SIX ISSUES
Spread	\$6,075	\$4,585	\$3,595
Full Page	\$3,695	\$3,000	\$2,250
Half Page	\$1,595	\$1,395	\$1,150
Quarter Page	\$1,100	\$925	\$750



**OCTOBER/NOVEMBER 2012**  
*Beach Ready Blueprints*  
 Villa Punto de Vista



**AUGUST/SEPTEMBER 2012**  
*Southern Comfort*  
 Reynolds Plantation

# SPECIAL SECTIONS & ADVERTORIALS

## PROMOTIONAL SECTIONS

Each edition of *Ocean Home* will feature one or more advertorial sections devoted to a particular theme or region. Each section starts with an introductory page followed by engaging advertorial copy on all participating advertisers exclusively written by our team.

**FEBRUARY/MARCH**  
Caribbean Living

**AUGUST/SEPTEMBER**  
Coastal Architects/Interior Designers

**APRIL/MAY**  
New England Living

**OCTOBER/NOVEMBER**  
Top Villa Rentals

**JUNE/JULY**  
Hamptons

**DECEMBER/JANUARY**  
Top Marina Living



	RATES
Spread	\$6,200
Full Page	\$4,200
Half Page	\$2,500
Quarter page	\$1,485

\*All rates are net. Rates include full design of individual advertorials with pre-publication proof provided.

## TREASURE TROVE

Treasure Trove is an exclusive collection of unique items and services presented in an advertorial format that flows together like a regular department. The page(s) are put together like a collage, which becomes a cohesive feast for the reader's eyes.

	RATES
One Issue Spotlight	\$425
Three Issue Spotlight	\$400/issue
Six Issue Spotlight	\$375/issue

\*Rates include full design of individual spotlights with pre-publication proof provided.



## ADVERTORIAL

Also available are individual advertorials on specific properties or communities that help describe them in detail and give the reader and potential client a greater appreciation of the product or service. Our award-winning team can help structure a presentation that combines engaging editorial and photography.

FOR RATES, CONTACT A SALES REP



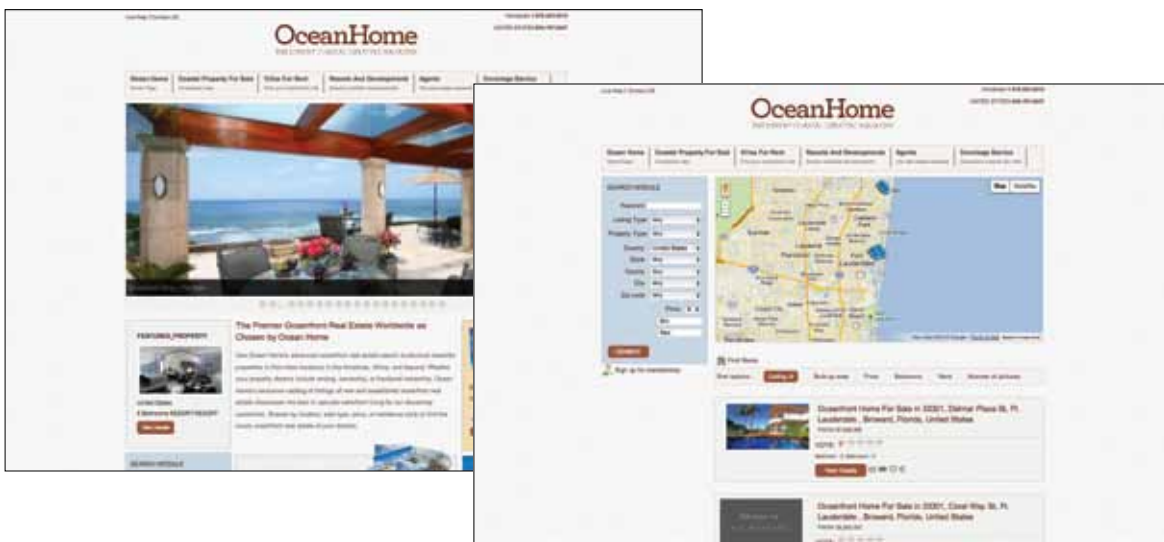
# COASTAL MARKET

Coastal Market is our dedicated resource for buyers of luxury coastal real estate and unique coastal-related products. A reader favorite, Coastal Market and its rich, flowing format inspires an engaged consumer with unlimited buying power.



## COASTAL REAL ESTATE MARKET ONLINE

OCEAN HOME'S brand new Real Estate Marketplace appears on oceanhomemag.com and unites qualified buyers of luxury coastal property with private parties, coastal merchants, and the globe's leading real estate firms. This exciting new portal can be used as a complement to an existing print campaign or as an independent medium for reaching a growing online forum that is the only one of its kind.



# DIGITAL EDITION

Each edition of *OCEAN HOME* magazine is available in full digital format with a dedicated subscription base of 30,000. Digital editions are announced through an exclusive e-mail that coincides with the arrival of each print edition. They are also distributed out to national and international digital newsstands. Each digital edition contains the entire print version with the additional enhancement of video, animation, and/or exclusive content. Digital-only advertising programs are available, as well as print and digital pricing packages.

## TRACKABLE

real data to support page views and click-throughs

## SEARCHABLE

readers can filter pages by key words to find your business more efficiently

## SHARING

share the entire digital edition or just your page via e-mail, blogs, news feeds, and social media

## WEB TRAFFIC

hyperlinked ads deliver audiences directly to your website and increase SEO

## DIGITAL ARCHIVE

access past issues or articles for future reference



## ISSUE SPONSORSHIP

Each digital edition allows for one issue sponsor, and that branded message appears immediately to the left of the issue Cover when the digital edition is accessed. Whether displaying a traditional or custom advertisement, your individual message is the first thing a reader sees, making this program an invaluable call to action.

	RATES
Issue Sponsorship	\$5,150
Video Embed	\$150
Flash Animation	\$250
Special Packages	\$375
2-Page Spread	\$1,250
Full Page	\$750

## ASK ABOUT OUR PRINT + DIGITAL PACKAGE RATES

# DIGITAL ADVERTISING

OCEANHOMEMAG.COM is the premier online community for qualified buyers and renters of luxury coastal property and villas worldwide. An invaluable resource for savvy investors or second home vacationers, oceanhomemag.com provides an ideal marketing target for coastal real estate firms, developers, and luxury goods manufacturers looking to reach the coastal elite.

## OCEANHOMEMAG.COM

262,416+

AVG. AD IMPRESSIONS PER MONTH

227,662+

UNIQUE VISITORS IN THE LAST 12 MONTHS

58,385+

AVG. PAGE VIEWS PER MONTH



OCEAN HOME sends out weekly sponsored e-newsletter campaigns to our qualified database of opt-in subscriber e-mail addresses. An ideal way to reach a large audience to achieve quick results, newsletters are perfect for marketing events, special sales, and seasonal offerings. Additionally, Ocean Home maintains a robust and loyal following with our Facebook and Twitter account updates that help inform a hungry audience with timely news and advertiser specials.



Exclusive



Shared

## eNewsletter

40,000+

SUBSCRIBERS

100% INCREASE FROM 2012

20%

AVERAGE OPEN RATE

## SOCIAL MEDIA



4,265+

47% INCREASE FROM 2012



17,480+

15% INCREASE FROM 2012



800+

NEW IN 2012

	RATES	FLIGHT DATES**
Exclusive	\$1,500	Every Wednesday
Shared	\$375	Every Wednesday

\*Shared eBlast includes up to 4 businesses

\*\* Subject to availability

# PUBLISHING SERVICES

## HOW WE CAN HELP

*Ocean Home* magazine's award-winning in-house design team is available to create your advertising message. Simply provide us with copy for your ad, high-resolution images and logos you would like included, and any pertinent information on layout preferences you may have. Here are the details:

### AD TEXT

Choose a headline for your ad, a desired tag line (if you choose), body text, and provide these electronically in Microsoft Word or other text file. Most ads you see in *Ocean Home* magazine are not text heavy because our format is designed to please the eye and focus on the image of your company. Most ads have between 10 to 20 words, plus contact information.

### PHOTOGRAPHY

To ensure aesthetic quality and optimum response, please provide us with the best photography possible. When providing your own photography, please be aware we need high-resolution images: 300 dpi or greater at full size. You may submit files via e-mail, or upload to [www.rmsmg.com/files](http://www.rmsmg.com/files). We cannot accept low-resolution images or pre-printed materials. If you don't have the right image to supply to us, we can help you find appropriate stock photography.

### RETOUCHING IMAGES

If you require images to be retouched, this service is priced on a case-by-case basis. Contact your account manager for details and a quote.

### LOGOS

Logos or any line art should be supplied to us in .eps files. In some cases we can accept illustrator files or high-resolution .tif files.

### TYPEFACES

If you require a specific typeface or font in your ad, you must provide it to us in Mac format.

## PRICING

### DESIGN FEES WHEN APPLICABLE

Design fees range from \$100-\$350 per ad, depending on the size of the ad and type of work done.

### ADDITIONAL CHANGES

If you have additional changes after three rounds of edits, or if you request changes after you sign off, you will be billed at \$60/hr, minimum of one hour.

### COLOR PROOF

A printed proof for color and placement can be supplied for \$75. Otherwise, a soft proof will be sent to you via e-mail.

## PROMOTIONAL ITEMS

Take the good press you've received in one of our issues of *Ocean Home* magazine and use it in your marketing process by purchasing article reprint products!

*Ocean Home* magazine can be your full-service custom reprint supplier. In addition to high-quality reprints, *Ocean Home* can also provide related products, including digital files and commemorative plaques.

## CONTACT A SALES REP FOR MORE INFORMATION.



### PHOTOGRAPHY

Photography shot at your location will be billed at \$100/hr, minimum of one hour.

### LOGOS

Our talented staff of designers has years of experience in creating professional logos. This service is priced on a case-by-case basis. Contact your account manager for details and a quote.

### BANNER AD DESIGN

Design pricing includes a flat-rate design fee of \$150 for any banner ad with layout and site linking.

# AD SPECIFICATIONS

## SUBMISSION INFORMATION

### HOW TO SUBMIT MATERIALS AND ADS

To submit large files you can upload them to our website at [rmsmg.com/files](http://rmsmg.com/files). You can also e-mail your files to [production@rmsmg.com](mailto:production@rmsmg.com) or mail a CD to our office.

### ACCEPTABLE AD FORMATS

- PDF/X-1a is the preferred file format for submission
- InDesign application files (packaged: all supporting files and fonts included and properly linked)
- TIFF, JPEG, EPS and Adobe Photoshop files are accepted in certain instances but only at high resolution and at the discretion of the magazine
- All image files must be SWOP, CMYK or grayscale and between 300 and 400 dpi

### DOCUMENT CREATION

- Build document to ad size purchased—refer to provided chart
- All high-resolution images, artwork, and fonts must be included when the file is created
- All colors and images must be CMYK. Total area density should not exceed the SWOP standard of 300%

### PROOFS

Proofs are used to check general document layout, not for accurate color match, unless specified by agency.

### MATERIALS DEADLINES

All advertising materials must be received by the due date. Advertisers will be invoiced at Publisher's cost for all preparation charges.

### RETENTION OF MATERIALS

All materials will be automatically discarded after one year. Publisher is not responsible for archiving ad materials.

### AD DESIGN

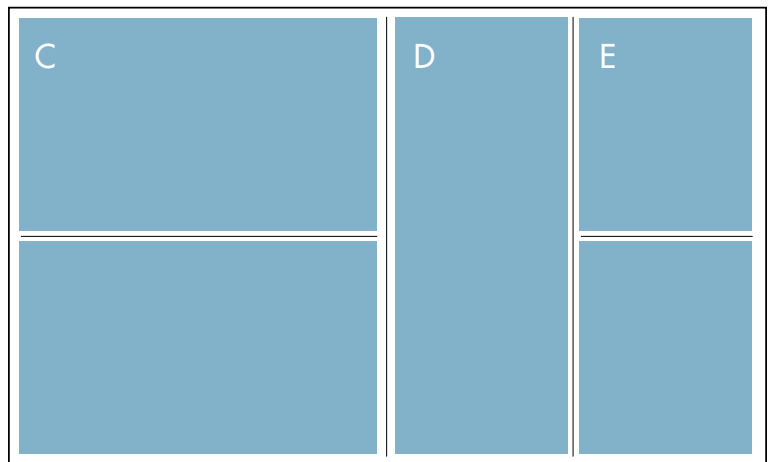
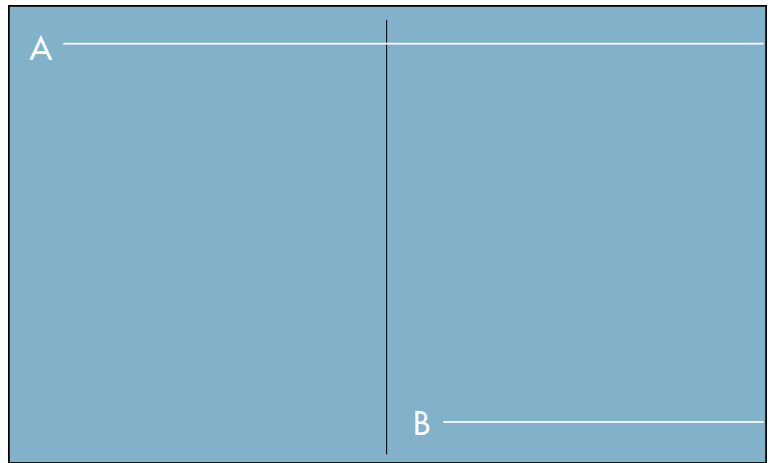
RMS Media Group, publisher of *Ocean Home*, offers exceptional advertisement design. Please contact your sales representative for details.

### AD DESIGN PROCESS

Once we receive your signed insertion order and have received all of your materials, the ad will be assigned to one of our designers. Please note that we cannot begin designing until we have all of the materials for the ad. If the materials supplied do not meet our specifications, we will contact you with more information about how you can supply your materials.

Once the ad is designed, we will send a proof electronically. Up to three rounds of edits and changes are included in our design fee. After three rounds, additional fees will apply.

As soon as the design is final, we will need your approval in writing via our electronic signature service. At this point, you will be expected to pay any balance due. If you have a change to your ad after you sign off, you will be billed at \$60/hr, minimum one hour, regardless of edits prior to sign-off.



- A ..... \*Spread (bleed included): 18.25 in x 11.125 in  
\*Spread (without bleed): 18 in x 10.875 in
- B ..... \*Full Page (bleed included): 9.25 in x 11.125 in  
\*Full Page (without bleed): 9 in x 10.875 in
- C ..... 1/2 Horizontal: 8.5 in x 5.0625 in
- D ..... 1/2 Vertical: 4.125 in x 10.375 in
- E ..... 1/4 Page: 4.125 in x 5.0625 in

\*All full page ads and spreads must have a full bleed  
\*\*There are no bleeds with fractional ads

**FTP SITE | [RMSMG.COM/FILES](http://RMSMG.COM/FILES)**

## GENERAL TERMS & CONDITIONS

The advertiser and its agency, if there is one, each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisement, including (1) the names, portraits, and/or pictures of all persons; (2) any copyrighted material; (3) any testimonials contained in any advertisements submitted to and published by the publisher.

In consideration of the publisher's acceptance of such advertisements for publication, the agency and the advertiser will indemnify and save harmless the publisher against all loss, liability, damage, and expense of any nature arising out of copying, printing, or publishing of its advertisement, including without limitation reasonable attorneys' fees resulting from any claims or suits arising out of publication.

Conditions, other than rates, are subject to change by publisher without notice.

All contents of advertisement are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time, for any reason, without liability, even though previously acknowledged or accepted.

Positioning of advertisements is at the sole discretion of publisher.

Cancellations cannot be made after space deadline closing dates.

All insertion orders are accepted subject to provisions of current rate card. Rates are subject to change upon notice from publisher. Cancellation of space reservations for any reason (including a change in rates by the publisher) in whole or in part by advertiser will result in adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement or for any remedy beyond the return of any amount paid for an ad for any error in the ad. In no event shall publisher be liable for indirect or consequential damages.

Publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to publisher for advertiser or its agency ordered and which advertising was published.

No conditions other than those set forth in the rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provisions contained within this rate card.

Publisher is not responsible for delays in delivery and/or non-delivery in the events of acts of God, action by any governmental or quasi-governmental entity, fire, flood, accidents, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any matter.

All advertisements must be clearly identifiable as such with a trademark or signature of the advertiser, or the word "Advertisement" may be placed with copy which in publisher's opinion resembles editorial copy.

Failure to make insertion orders correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for based upon the terms of the schedule in force without further notice.

It is the responsibility of the advertiser and its agency to ensure that all insets and other advertising comply with U.S. postal regulations and other applicable federal and state laws and regulations.

As used in this section entitled "General Conditions", the term "publisher" shall refer to RMS Media Group, Inc.

Submission of any advertisement, insertion order, space reservation, or position commitment shall constitute acceptance of the foregoing General Conditions.

## ADDITIONAL CONTRACT CONDITIONS (PAYMENT TERMS)

In the event payment is not made in strict compliance with the payment terms set forth in this agreement, the entire unpaid balance shall become due and payable at the option of the Publisher. In such event, interest shall accrue on the unpaid balance at the maximum legal rate. The prevailing party in any action to collect the unpaid balance shall also be entitled to recover its costs and reasonable attorney's fees.

Publisher reserves the right to produce, use, and distribute the above publication without inclusion of the advertising called for in this agreement if the balance, due by the advertiser, is not paid in full.

Dishonored checks will be subject to an additional \$25 charge for each such check. Further, the Publisher will exercise all rights available to it pursuant to Civil Code section 1719, including the right to treble damages.

Advertiser will be assessed all costs of collection for any amounts unpaid after their due. If a collection agency is utilized, advertiser agrees to pay any collection fees charged to Publisher, in addition to the amounts due under this agreement.

If any payment is made by credit card, the advertiser authorizes Publisher to charge all payments to a credit card.

In the event that artwork is not supplied in the agreed-upon time-frame, or the advertiser has not responded to requests to approve the supplied proof on final production deadline, Publisher will run current advertisement without final proof or pick up and print the previous advertisement at our discretion.

If a severe error or change (by fault of publisher) was made to the ad after its approval by the client, Publisher will correctly reproduce and print the ad in its next issue at no cost to the advertiser. It is understood that in such events the advertiser agrees to remain liable for payment as it is stated in the contract.

Publisher reserves the right to print an ad according to a design layout produced by the advertiser without supplying a proof before print. If a proof was supplied and approved by the advertiser, the advertiser is obligated to all payments regardless of any mistakes that may have been overlooked.

The parties to this agreement agree that jurisdiction and venue for adjudication of any dispute shall be in a court of competent jurisdiction, located within Boston, Massachusetts.

This agreement shall be construed in accordance with the laws of the Commonwealth of Massachusetts.

If any word, term, or provision of this agreement is found by any court of competent jurisdiction to be void, invalid, or unenforceable, the remaining words in terms and provisions shall continue in full force and effect.

In the event that charges for artwork are not included in this contract, but artwork is created by Publisher, additional fees for setup and production will be billed.

For more than 10 years, RMS Media Group, Inc. has been a leading provider of turnkey publishing solutions and sales services for upscale magazines and the custom publishing business. We publish and represent niche print and online magazines reaching the highly targeted, sophisticated, and affluent audience.

In addition to proprietary publications that include *OCEAN HOME*, *Northshore*, and online magazines, RMS Media Group, Inc. has been commissioned to represent some of the world's leading luxury brands' lifestyle magazines: Myopia Polo, Aston Martin, Audi, Bentley, BMW, Ferrari, Lamborghini, LandRover, Maserati, Mercedes, Porsche, and more.

### OCEAN HOME MAGAZINE



### NORTHSHORE MAGAZINE



# CONTACT US

## *OCEAN HOME* MAGAZINE

16 HAVERHILL STREET, SUITE 300

ANDOVER, MA 01810

978-623-8020

[SALES@OCEANHOMEMAG.COM](mailto:SALES@OCEANHOMEMAG.COM)

[OCEANHOMEMAG.COM](http://OCEANHOMEMAG.COM)