



Affluent Living Publications

Introduction



Affluent Living Publications. A 31-Year Success Story:

Affluent Living Publications pioneered the direct mail home improvement publishing industry over the past 31 years.

Our 13 magazines have a very high advertiser repeat rate – a testimony to how well we perform for our advertisers.

Total mailing list is 1,378,000 affluent homes.



100% Owner-Occupied Upscale Homes. No Waste.

Using county tax records, we hand select only households that are owner-occupied with the highest property value and square footage in the region. Our magazines are delivered directly to the mailboxes of these affluent homeowners, addressed to the homeowners by name.



Editorial, Free Advertiser Support Web Page, and Call Tracking. It Sells.

Affluent Living Publications invites you to become an editorial contributor and educate readers about your products and services. At the end of the article, we list your company's name, address, phone number, and website. There's no better way to reinforce your message. In addition, you benefit from an advertiser support web page that links to your own website. Each publication title has its own home page online as well where visitors can see a digital version of each magazine online.



Total Marketing Programs Available:

1. Display Ad
2. Article on your product and/or service
3. Call Tracking available upon request
4. Advertiser Support Web Page with audio slideshows, articles, special promotions and customer reviews
Links to your website and social networking sites (if any)
5. Magazines Online
6. Keywords and search engine optimization
7. Easel (POP) boards for your showroom and magazines are available for you to pass out to preferred customers



Affluent Living Publications

The Resource Guide For Affluent Homeowners

Affluent Living Publications

Why Should You Advertise With Us?

1. *High Quality:* Affluent Living Publications' magazines boast top quality content, understand our readers' needs, and advise them about their greatest investment – their home.
2. *Unequaled Experience:* Affluent Living Publications has grown into the USA's largest network of targeted direct mail publications over the past 31 years – reaching 1,378,000
3. *Targeted Demographics:* Affluent Living Publications understands demographic profiling – the formula for successfully targeted mailings. We invest in compiling the most comprehensive and quality homeowner mailing lists of any direct mail publication. These lists are derived from current county tax assessor records.



4. *Highest Circulation:* Typical city home and garden magazine circulation averages 40,000 which includes apartment dwellers, low-income homeowners, etc. Affluent Living Publication's regional magazines circulation exceeds 100,000 to strictly owner occupied affluent homes (the top 20% of each market).

5. *Reader Convenience:* Our readers have high disposable incomes but little time to shop. Much like a concierge, we personally shop for the best in home improvement, lifestyle products and services and deliver these qualified businesses to their mailbox, personally addressed by name.



6. *We Limit Your Competition:* Uniquely, each magazine is limited to only 2-3 advertisers for each category. Your product or service is never "lost" amongst your competitors.

7. *Editorial Support:* As added value, we provide our advertisers the ability to be editorial contributors. Articles are a proven, successful, soft-sell technique. Your article educates readers about your products and services, and at the end we list your company's name and contact information.

8. *Web Exposure:* Each advertiser is invited to participate in our Advertiser Support Web Page program. It includes article space, an audio slideshow, special promotions and a place for your customers to write reviews. It is also linked directly to your website. In addition, it links the reader directly to advertisers' website, twitter and facebook pages.



9. *Expanded Online Opportunities:* Each market's current issue is online in its entire format with both ads and articles. Web visitors can subscribe easily, expanding your exposure, over and above our guaranteed direct mail distribution, at no additional cost to you.

10. *Cost Effective:* Ads starting as low as 1¢ per home vs 75¢ per home for conventional, solo direct mail pieces.



11. *Advertiser Loyalty:* Affluent Living Publications has one of the highest advertiser repeat rates in the industry. Advertisers return again and again, year after year, because our program works and our list never gets stale!

12. *Call Tracking:* Affluent Living Publications offers call tracking phone numbers to our print advertisers at no additional cost.

Affluent Living Publications
The Resource Guide For Affluent Homeowners

California



		SPACE DEADLINE	MATERIALS DUE	WEEK OF MAILING
NO. 1	SAN DIEGO LIVING - METRO	30-Nov	14-Dec	11-Feb
NO. 2	SAN DIEGO LIVING - METRO	8-Feb	22-Feb	8-Apr
NO. 3	SAN DIEGO LIVING - METRO	5-Apr	19-Apr	3-June
NO. 4	SAN DIEGO LIVING - METRO	31-May	14-June	29-July
NO. 5	SAN DIEGO LIVING - METRO	26-July	9-Aug	23-Sep
NO. 6	SAN DIEGO LIVING - METRO	20-Sep	4-Oct	18-Nov

		SPACE DEADLINE	MATERIALS DUE	WEEK OF MAILING
NO. 1	COASTAL HOME	26-Oct	9-Nov	7-Jan
NO. 2	COASTAL HOME	28-Dec	11-Jan	25-Feb
NO. 3	COASTAL HOME	22-Feb	8-Mar	22-Apr
NO. 4	COASTAL HOME	19-Apr	3-May	17-June
NO. 5	COASTAL HOME	14-June	28-June	12-Aug
NO. 6	COASTAL HOME	9-Aug	23-Aug	7-Oct

		SPACE DEADLINE	MATERIALS DUE	WEEK OF MAILING
NO. 1	SAN DIEGO LIVING - NORTH	2-Nov	16-Nov	14-Jan
NO. 2	SAN DIEGO LIVING - NORTH	11-Jan	25-Jan	11-Mar
NO. 3	SAN DIEGO LIVING - NORTH	8-Mar	22-Mar	6-May
NO. 4	SAN DIEGO LIVING - NORTH	3-May	17-May	1-July
NO. 5	SAN DIEGO LIVING - NORTH	28-June	12-July	26-Aug
NO. 6	SAN DIEGO LIVING - NORTH	23-Aug	6-Sep	21-Oct

		SPACE DEADLINE	MATERIALS DUE	WEEK OF MAILING
NO. 1	ORANGE COUNTY LIVING-NORTH	26-Oct	9-Nov	7-Jan
NO. 2	ORANGE COUNTY LIVING-NORTH	28-Dec	11-Jan	25-Feb
NO. 3	ORANGE COUNTY LIVING-NORTH	22-Feb	8-Mar	22-Apr
NO. 4	ORANGE COUNTY LIVING-NORTH	19-Apr	3-May	17-June
NO. 5	ORANGE COUNTY LIVING-NORTH	14-June	28-June	12-Aug
NO. 6	ORANGE COUNTY LIVING-NORTH	9-Aug	23-Aug	7-Oct

		SPACE DEADLINE	MATERIALS DUE	WEEK OF MAILING
NO. 1	LOS ANGELES LIVING	9-Nov	23-Nov	21-Jan
NO. 2	LOS ANGELES LIVING	18-Jan	1-Feb	18-Mar
NO. 3	LOS ANGELES LIVING	15-Mar	29-Mar	13-May
NO. 4	LOS ANGELES LIVING	10-May	24-May	8-July
NO. 5	LOS ANGELES LIVING	5-July	19-July	2-Sep
NO. 6	LOS ANGELES LIVING	30-Aug	13-Sep	28-Oct

		SPACE DEADLINE	MATERIALS DUE	WEEK OF MAILING
NO. 1	ORANGE COUNTY LIVING-SOUTH	9-Nov	23-Nov	21-Jan
NO. 2	ORANGE COUNTY LIVING-SOUTH	18-Jan	1-Feb	18-Mar
NO. 3	ORANGE COUNTY LIVING-SOUTH	15-Mar	29-Mar	13-May
NO. 4	ORANGE COUNTY LIVING-SOUTH	10-May	24-May	8-July
NO. 5	ORANGE COUNTY LIVING-SOUTH	5-July	19-July	2-Sep
NO. 6	ORANGE COUNTY LIVING-SOUTH	30-Aug	13-Sep	28-Oct

		SPACE DEADLINE	MATERIALS DUE	WEEK OF MAILING
NO. 1	VALLEY LIVING (SO CAL)	2-Nov	16-Nov	14-Jan
NO. 2	VALLEY LIVING (SO CAL)	11-Jan	25-Jan	11-Mar
NO. 3	VALLEY LIVING (SO CAL)	8-Mar	22-Mar	6-May
NO. 4	VALLEY LIVING (SO CAL)	3-May	17-May	1-July
NO. 5	VALLEY LIVING (SO CAL)	28-June	12-July	26-Aug
NO. 6	VALLEY LIVING (SO CAL)	23-Aug	6-Sep	21-Oct

		SPACE DEADLINE	MATERIALS DUE	WEEK OF MAILING
NO. 1	BAY LIVING - SAN FRANCISCO	23-Nov	7-Dec	4-Feb
NO. 2	BAY LIVING - SAN FRANCISCO	1-Feb	15-Feb	1-Apr
NO. 3	BAY LIVING - SAN FRANCISCO	29-Mar	12-Apr	27-May
NO. 4	BAY LIVING - SAN FRANCISCO	24-May	7-June	22-July
NO. 5	BAY LIVING - SAN FRANCISCO	19-July	2-Aug	16-Sep
NO. 6	BAY LIVING - SAN FRANCISCO	13-Sep	27-Sep	11-Nov

		SPACE DEADLINE	MATERIALS DUE	WEEK OF MAILING
NO. 1	NORTH BAY LIVING (NO. CAL)	23-Nov	7-Dec	4-Feb
NO. 2	NORTH BAY LIVING (NO. CAL)	1-Feb	15-Feb	1-Apr
NO. 3	NORTH BAY LIVING (NO. CAL)	29-Mar	12-Apr	27-May
NO. 4	NORTH BAY LIVING (NO. CAL)	24-May	7-June	22-July
NO. 5	NORTH BAY LIVING (NO. CAL)	19-July	2-Aug	16-Sep
NO. 6	NORTH BAY LIVING (NO. CAL)	13-Sep	27-Sep	11-Nov

Nevada, Arizona, Washington, Oregon



	SPACE DEADLINE	MATERIALS DUE	WEEK OF MAILING
NO. 1 LAS VEGAS LIVING	20-Nov	30-Nov	14-Jan
NO. 2 LAS VEGAS LIVING			4-Feb
NO. 3 LAS VEGAS LIVING	12-Feb	19-Feb	11-Mar
NO. 4 LAS VEGAS LIVING			8-Apr
NO. 5 LAS VEGAS LIVING	16-Apr	23-Apr	13-May
NO. 6 LAS VEGAS LIVING			17-June
NO. 7 LAS VEGAS LIVING	16-Jul	23-Jul	12-Aug
NO. 8 LAS VEGAS LIVING			2-Sep
NO. 9 LAS VEGAS LIVING	10-Sep	17-Sep	7-Oct
NO. 10 LAS VEGAS LIVING			4-Nov

	SPACE DEADLINE	MATERIALS DUE	WEEK OF MAILING
NO. 1 PORTLAND HOME	30-Nov	14-Dec	11-Feb
NO. 2 PORTLAND HOME	8-Feb	22-Feb	8-Apr
NO. 3 PORTLAND HOME	5-Apr	19-Apr	3-June
NO. 4 PORTLAND HOME	31-May	14-June	29-July
NO. 5 PORTLAND HOME	26-July	9-Aug	23-Sep
NO. 6 PORTLAND HOME	20-Sep	4-Oct	18-Nov

	SPACE DEADLINE	MATERIALS DUE	WEEK OF MAILING
NO. 1 AZ HOME & STYLE (PHOENIX)	9-Nov	23-Nov	11-Feb
NO. 2 AZ HOME & STYLE (PHOENIX)	11-Jan	25-Jan	18-Mar
NO. 3 AZ HOME & STYLE (PHOENIX)	8-Mar	22-Mar	6-May
NO. 4 AZ HOME & STYLE (PHOENIX)	3-May	17-May	1-July
NO. 5 AZ HOME & STYLE (PHOENIX)	28-June	12-July	26-Aug
NO. 6 AZ HOME & STYLE (PHOENIX)	23-Aug	6-Sep	21-Oct
No. 7 AZ HOME & STYLE (PHOENIX)	20-Sep	4-Oct	18-Nov

	SPACE DEADLINE	MATERIALS DUE	WEEK OF MAILING
NO. 1 NORTHWEST LIVING - SEATTLE	2-Nov	16-Nov	14-Jan
NO. 2 NORTHWEST LIVING - SEATTLE	11-Jan	25-Jan	11-Mar
NO. 3 NORTHWEST LIVING - SEATTLE	8-Mar	23-Mar	6-May
NO. 4 NORTHWEST LIVING - SEATTLE	3-May	17-May	1-Jul
NO. 5 NORTHWEST LIVING - SEATTLE	28-Jun	12-Jul	26-Aug
NO. 6 NORTHWEST LIVING - SEATTLE	23-Aug	6-Sep	21-Oct

Total Circulation



ARIZONA

AZ Home&Style

	One Mailing	Two Mailings
ARIZONA	60,000	120,000

NEVADA

Las Vegas Living

NEVADA	60,000	120,000
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OREGON

Portland Home

OREGON	51,000	102,000
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WASHINGTON

Northwest Living (Seattle)

WASHINGTON	51,000	102,000
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NORTHERN CALIFORNIA

Bay Living (San Francisco, San Mateo,)

NORTHERN CALIFORNIA	51,000	102,000
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North Bay Living (Marin, Napa, Sonoma)

NORTHERN CALIFORNIA	51,000	102,000
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SOUTHERN CALIFORNIA

Orange County Living (North)

SOUTHERN CALIFORNIA	55,000	110,000
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Orange County Living (South)

SOUTHERN CALIFORNIA	60,000	120,000
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Coastal Home (Orange County)

SOUTHERN CALIFORNIA	51,000	102,000
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Los Angeles Living

SOUTHERN CALIFORNIA	51,000	102,000
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Valley Living (San Fernando, Conejo, Simi Valley)

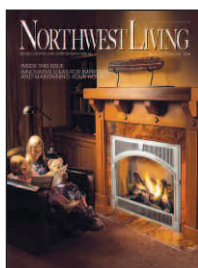
SOUTHERN CALIFORNIA	51,000	102,000
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San Diego Living Metro

SOUTHERN CALIFORNIA	46,000	92,000
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North San Diego Living

SOUTHERN CALIFORNIA	51,000	102,000
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TOTAL CIRCULATION

689,000 1,378,000

1,378,000 REACHED OVER TWO MAILINGS