



# At Home Indiana™



2018

# MEDIA KIT





# MAGAZINE PROFILE

*At Home Indiana* is a fresh, new magazine written by everyday folks, whose heart and soul is deeply rooted in the "The Hoosier State."

Our mission is to find real-life stories about real people from every corner of Indiana. Each issue is like traveling the crossroads and back roads from your favorite chair, finding those unexpected hidden gems, breathtaking vistas, and people who define "Hoosier hospitality." When you finally put the magazine down, we guarantee you'll say, "I love Indiana!"

*At Home Indiana* is 100-percent positive, remarkably vibrant and packed with heartwarming stories, contests and amazing photographs. It's a conversation with Hoosiers you've never met but feel like you knew your entire life ... a breath of fresh spring air ... the chance to finally catch up with neighbors over the back fence ... and an invitation to pull up a seat at the local diner and enjoy a cup of coffee and laughs with good friends.

This magazine is the break you need from a hectic life driven by busy schedules and digital devices. Visit readers' favorite weekend escapes, get a taste of the best mom-and-pop restaurants, swap homemade recipes, share family traditions and memories, bask in the captivating splendor of porch views all across Indiana.

Every issue of *At Home Indiana* captures the heart and soul of what it means to be a Hoosier. After all, folks who love Indiana write every issue.





# READER PROFILE

## AUDIENCE

*At Home Indiana* is written for and by Hoosiers, and specifically targets:

- Families, empty nesters & travelers
- Suburban & rural living
- Indiana enthusiasts

## DEMOGRAPHICS

Male/Female: .....40% / 60%  
 Median Age: ..... 55  
 Median Income: .....\$50 to \$75,000

## CIRCULATION

100,000 estimated

# EDITORIAL CALENDAR\*

**Regular Features:** Each issue is a mix of stories and photos submitted from readers, with these regularly appearing in issues of *At Home Indiana*:

- Best Hometown Around
- Amish Way
- Hoosier History (that you didn't learn in school)
- Prettiest View in Indiana

**Departments:** These regular departments are likely to appear in upcoming issues of *At Home Indiana*. Content is always changing, reflecting interests and submissions from readers.

- Made in Indiana
- Frugal Hoosier
- You Know You're from Indiana...
- Why I Came Back to Indiana

- My Favorite Indiana Weekend Getaway
- Divine Diners (mom-and-pop restaurants)
- Hoosier Home Cooking (recipes)
- Focus on Indiana (photo gallery of beautiful Indiana)
- Hoosier Hoots & Hollers

## Contests/Interactive Features:

- Reader Photo Contest
- Indiana Passport (hidden Indiana landmarks)
- Hidden Cardinals Contest (three Indiana cardinals take cover in magazine advertisements)
- Great Indiana Cleanup (community cleanup efforts)
- Guess the Rain Gauge
- Barnyard Banter (funny farm animal captions)

### PREMIERE ISSUE 2017

**Seasonal Features:** Coolest swimming hole in Indiana, a collection that keeps couple ticking, RV comes home for a makeover, cleanest town in Indiana

**Featured Topic:** Best Hometown Around: Madison, Indiana

### APRIL/MAY 2018

**Seasonal Features:** April Fools' Day jokes, a world-renowned puppeteer, growing season's upon us, spring chores and prep, best blooming gardens

**Featured Topic:** Gardeners, Start Your Planting

### JUNE/JULY 2018

**Seasonal Features:** Summertime road trips, patriotic celebrations from across Indiana, prettiest Hoosier view, knee-high by the Fourth of July

**Featured Topic:** Best advice Dad ever gave

### AUGUST/SEPTEMBER 2018

**Seasonal Features:** School daze, best places to pitch your tent, fall baking recipes, harvesttime memories, kickoff to football and bonfires

**Featured Topic:** Campfire Storytelling Contest

### OCTOBER/NOVEMBER 2018

**Seasonal Features:** Fall color paints Indiana's landscape, Halloween tricks & treats, jack-o'-lantern carving contest, let us be thankful for...

**Featured Topic:** Church Cookbook Recipes

### DECEMBER/JANUARY 2019

**Seasonal Features:** Christmas and New Year's memories, first snow of the year, Santa's cookie jar, winter wonderland photo tour, cold-weather fests

**Featured Topic:** The Christmas I'll Never Forget

### FEBRUARY/MARCH 2019

**Seasonal Features:** Frigid farm chores, unique winter activities from across the state, frugal Hoosier tips & tricks, first signs of spring

**Featured Topic:** The Snowstorm We Still Talk About

**For submission guidelines, email:**

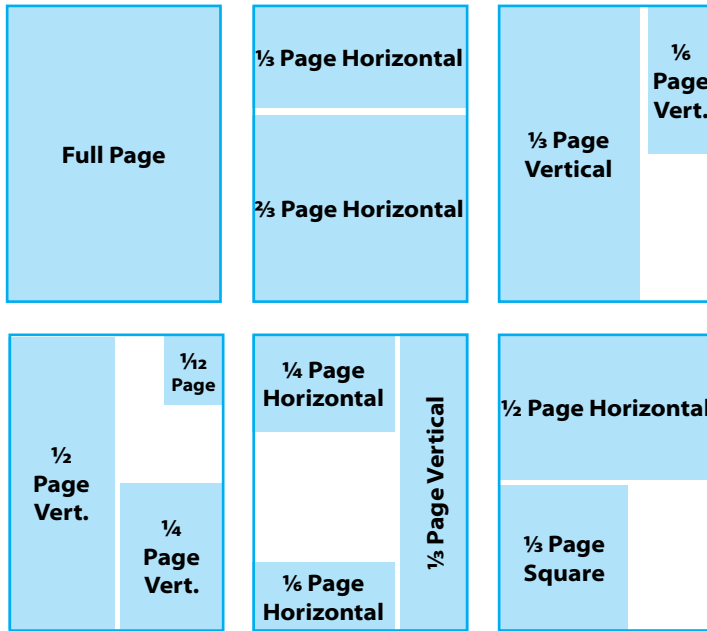
Editor@AtHomeIndianaMagazine.com

## PRINT SCHEDULE

Issue	Ad Close	Ad Materials Due	In Home Date	On Sale Date
Premiere	9/29/2017	10/6/2017	12/19/2017	1/2/2018
April/May 2018	12/26/2017	1/2/2018	03/20/2018	4/3/2018
June/July 2018	3/27/2018	4/3/2018	05/22/2018	6/5/2018
Aug/Sept 2018	5/22/2018	5/29/2018	07/17/2018	7/31/2018
Oct/Nov 2018	7/24/2018	7/31/2018	09/18/2018	10/2/2018
Dec/Jan 2019	9/25/2018	10/2/2018	11/20/2018	12/4/2018
Feb/March 2019	11/27/2018	12/4/2018	01/22/2019	2/5/2019

\*Editorial calendar is subject to change without notice.

# SPECIFICATIONS



## Full Page

Trim 8½" x 10¾"  
 Bleed 8¾" x 11"  
 Live 7⅝" x 9¾"

## One-Fourth Page

Vertical 3½" x 4⅝"  
 Horizontal 4⅝" x 3½"

## One-Third Page

Vertical 2¼" x 9½"  
 Horizontal 7" x 3⅝"  
 Square 4⅝" x 4⅝"

## One-Sixth Page

Vertical 2¼" x 4⅝"  
 Horizontal 4⅝" x 2¼"

## One-Twelfth Page

Square 2¼" x 2¼"

## Two-Thirds Page

Vertical 4⅝" x 9½"  
 Horizontal 7" x 6¼"

## One-Half Page

Vertical 3½" x 9½"  
 Horizontal 7" x 4⅝"

## Ad Design Service

We have designers who are able to assist you in creating your ad should you need it. We will need 14 days prior to the ad materials due date, logo, images, text and direction. Once we have an ad compiled we will send it to you for your review and approval. Ask your account manager for details!

## Submitting Materials

Materials can be submitted via Mediabank.

For login information, contact:

Alexia Schamp  
 Advertising Coordinator  
 (260) 849-4860  
 Alexia\_Schamp@AtHomeIndianaMagazine.com

## Electronic Media

Annie's operates on a Mac platform. Files must include ALL original files, images (linked, placed or supporting EPS files) and fonts.

## Fonts

All fonts used are to be supplied or converted to outlines.

## Images

Supply high-resolution images (300 dpi or better). Photoshop files, PDFs, .TIFF, JPEG or EPS files are accepted. (Annie's does not accept responsibility for the quality of low resolution files.)

## Colors

All colors must be CMYK. Spot or Pantone colors will be converted to CMYK. Black needs to be 100% black.

**Questions? contact:** Alexia Schamp  
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Annie's®