

HOME IN STYLE

2010 - 2011

THE BRYAN-COLLEGE STATION EAGLE



The largest distribution of any magazine in the area.

Editorial

HOME IN STYLE covers the most significant topics for today's homes and lifestyles:

Elements • Ambiance • Trends • Details • Essentials
Profile • Décor • Transformation • Furnishings
Ground Rules • Pairings • Cuisine
Accessories • Inspiration

Largest Distribution

HOME IN STYLE is the largest direct-delivered local magazine in the area. Each edition of HOME IN STYLE will be distributed to over 20,000 Bryan/College Station Eagle subscribers and will be posted on theeagle.com producing over 75,000 readers in the Bryan-College Station area.

Issue	Ad Deadline	Publication Date
Fall 2010	July 30, 2010	August 26, 2010
Winter 2010	October 15, 2010	November 25, 2010
Spring 2011	January 21, 2011	February 24, 2011
Summer 2011	April 29, 2011	May 26, 2011

Ad Information

Size	1-Time Rate	4-Time Rate*	Ad Dimensions
1/6 Page Horizontal	\$315/ad	\$295/ad	4.5" x 2.25"
1/6 Page Vertical	\$315/ad	\$295/ad	2.25" x 4.5"
1/3 Page Square	\$545/ad	\$510/ad	4.5" x 4.5"
1/3 Page Vertical	\$545/ad	\$510/ad	2.375" x 8.75"
1/2 Page Horizontal	\$695/ad	\$650/ad	7.125" x 4.375"
1/2 Page Vertical	\$695/ad	\$650/ad	4.375" x 7.125"
2/3 Page	\$925/ad	\$870/ad	7.125" x 5.85"
Full Page	\$1,195/ad	\$1,125/ad	8.25" x 10.25"

*Live area is 7.75" x 9.75"

Premium Positions	1-Time Rate	4-Time Rate*
Back Cover	\$1,395/ad	\$1,340/ad
Inside Front Cover	\$1,345/ad	\$1,290/ad
Inside Back Cover	\$1,345/ad	\$1,290/ad
Page 3	\$1,345/ad	\$1,275/ad

*Each contract advertiser will receive 30,000 ROS page views per quarter on theeagle.com with a 300x250 skybox ad.

The Eagle

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