



# Home™

PRODUCED BY FEATURED MEDIA™

*buffalo + rochester*

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**2024 MEDIA KIT**

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# MISSION

Helping our neighborhoods thrive:  
 we highlight local artisans and inspire  
 the transformation of the places  
 we live to the spaces we love. *Home.*

## WE'RE PROUD TO HAVE WORKED WITH



"I am thrilled to share our thoughts on the latest issue we were on the cover for - it looks absolutely fantastic! Our entire team is genuinely impressed, and from a whole picture point of view, the entire issue is very well put together and beautifully laid out. We take immense pride in being a part of this remarkable magazine. Working with you on this project has been an absolute pleasure, and we eagerly anticipate the prospect of more exciting collaborations in the future."

- John, New Energy Works, [newenergyworks.com](http://newenergyworks.com)

Panache Consignment by Natalie Rae



2024 MEDIA KIT

Cortese Construction



New Energy Works



Spruce on Main

# ENGAGING ACROSS ALL PLATFORMS

## MAGAZINES

Over 20,000 direct mailed to affluent homes, pickups at local businesses and thousands of impressions online 6x per year.



## SOCIAL MEDIA

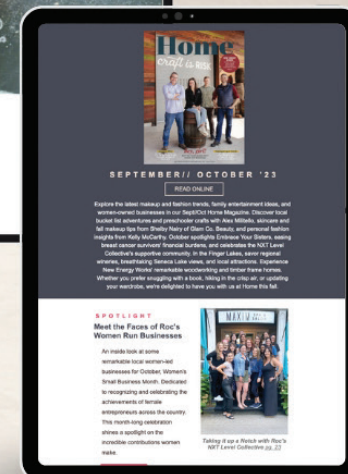
Instagram • Facebook • LinkedIn

## WEBSITE

Read all of our editions online along with digital only features!

## NEWSLETTER

Sent to opt-in subscribers with editorial and sponsored content.



# OUR AUDIENCE

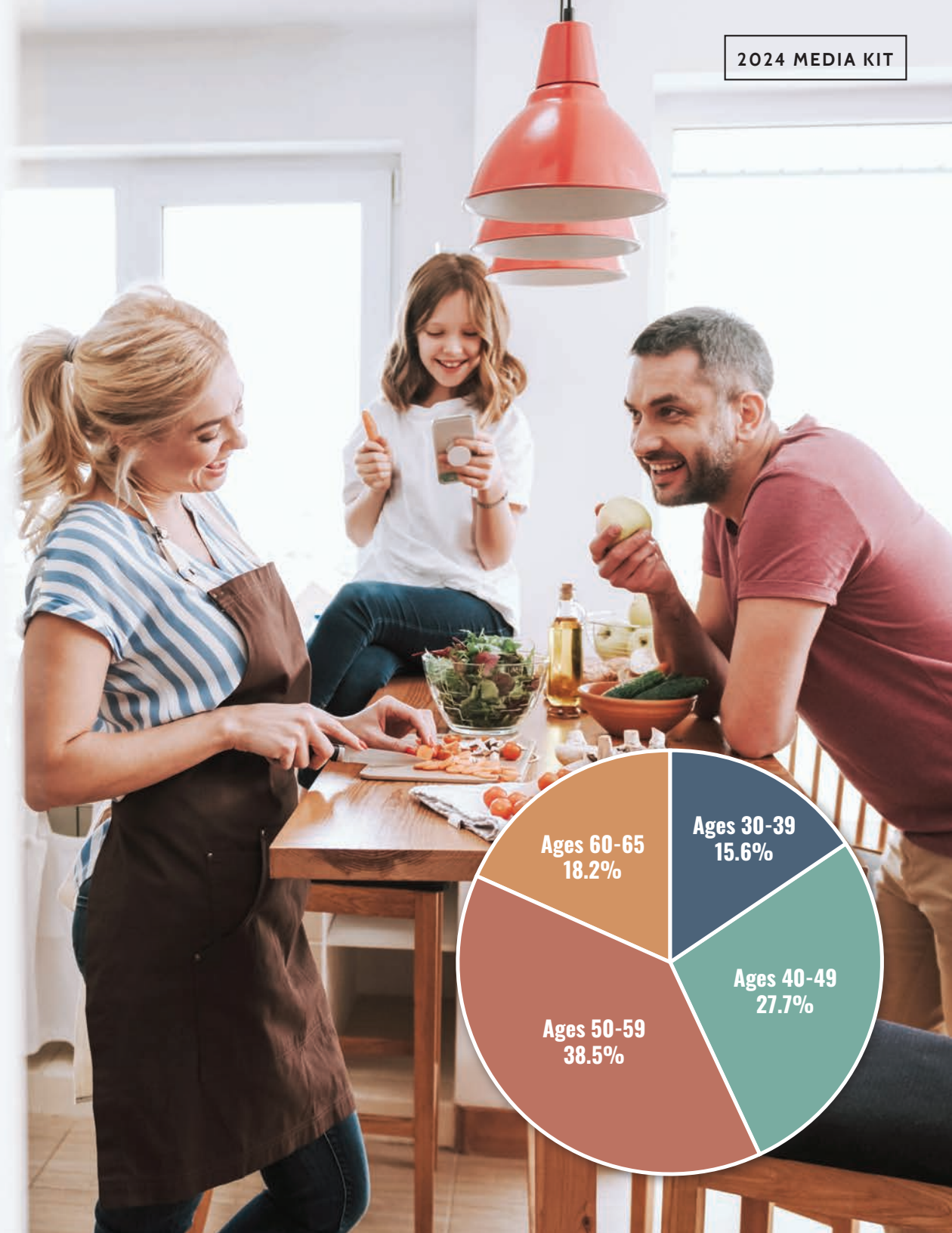
*The HOME Magazine reader is a well-educated, affluent, community conscious homeowner looking for inspiration to elevate their home, family, and palette.*

DIRECT MAILED TO HOMES  
WITH HOUSEHOLD  
**INCOME \$175K +**

**76%** of our readers are  
**MARRIED**

**91%** of our readers  
**HAVE CHILDREN**

**80%** of our readers  
**ARE WOMEN**





# OUR DISTRIBUTION

Direct mailed to subscribers and affluent homes, available for pickup at grocery stores and waiting rooms, online and on social.

## Rochester


- PITTSFORD
- FAIRPORT
- WEBSTER
- BRIGHTON
- SPENCERPORT
- HILTON
- VICTOR
- MENDON
- PENFIELD
- DOWNTOWN ROCHESTER

## Buffalo

- AMHERST
- CLARENCE
- CLARENCE CENTER
- EAST AMHERST
- EAST AURORA
- GETZVILLE
- HAMBURG
- NORTH TONAWANDA
- ORCHARD PARK
- SANBORN
- TONAWANDA
- WILLIAMSVILLE

*Our circulation for each issue reaches over*  
**20,000+**  
*readers!*

An upscale neighborhood bistro, with a refined New American style.



Whether you're a first-timer or one of our regulars, you'll love the classic ambiance, chef inspired dishes & classic cocktails.

- Gluten Free Options Available -

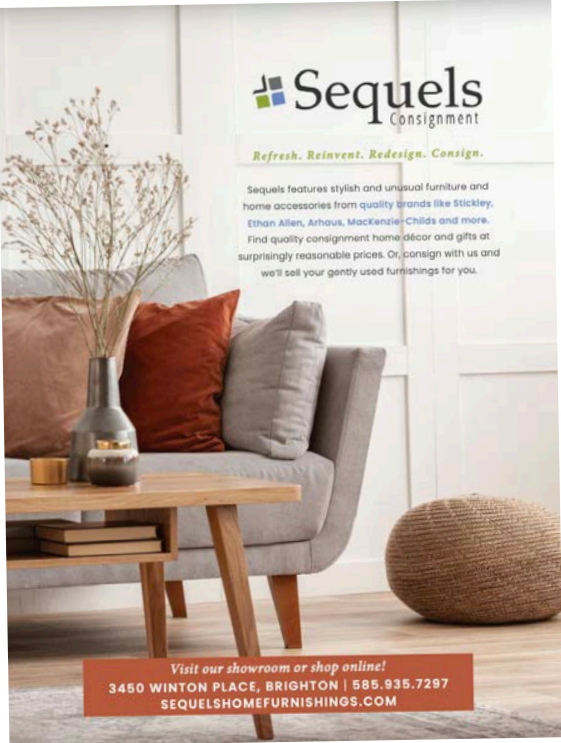
Call us to make your reservation or to book your next event!

Join us on the patio!

**The CLASSIC**  
Kitchen & Cocktails

263 Park Avenue, Rochester | 585.319.5649 | theclassicparkave.com

Hours: Mon & Thurs 4-10, Fri & Sat 4-11, Sun 4-9, Closed Tues & Wed



**Sequels**  
Consignment

Refresh. Reinvent. Redesign. Consign.

Sequels features stylish and unusual furniture and home accessories from quality brands like *Stickleby, Ethan Allen, Arhaus, Mackenzie Childs* and more. Find quality consignment home décor and gifts at surprisingly reasonable prices. Or, consign with us and we'll sell your gently used furnishings for you.

Visit our showroom or shop online!  
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SEQUELSHOMEFURNISHINGS.COM

# Design Team



43 & 53 RUSSELL STREET in ROCHESTER



**Stacy K**  
CREATING A VIBRANT SPACE FOR WOMEN-LED BUSINESSES

In the heart of the Neighborhood of the Arts, Stacy K has expanded her presence on Russell St., now occupying both 43 and 53 Russell St. This expansion wasn't just about growing her own business, Stacy K sought to create a hub for fellow women-owned small businesses to flourish. Enter Lainey Schmidt, the creative force behind The Flourish Co. Lainey's passion for crafting small-batch, hand-poured soy candles found a new home at 53 Russell St., and the synergy between these ventures has been nothing short of remarkable.

At The Flourish Co., Lainey specializes in retail and wholesale hand-poured soy candles, all lovingly crafted right in the store. Customers now have the privilege of engaging in the creative process, customizing orders, and experiencing the diverse array of scents in person. The candles are a testament to Lainey's dedication to quality, as she utilizes natural wax and wicks alongside premium, phthalate-free ingredients like essential oils to fashion exquisite, aromatic candles that customers adore.

Stacy says the synergy between Stacy K Floral and The Flourish Co. has been incredible, as the two now collaborate for customers' events and design plans. All custom creations by the Stacy K Floral team happen at the design lab, from weddings and events to silk and eventing.

In the spirit of enriching the experience even further, Stacy K envisioned a coffee haven within Stacy K Floral. Rather than embarking on this endeavor herself, she eagerly sought another local businesswoman to inhabit the space. Dayni, Bu, renowned for her mobile coffee cart, embraced the opportunity and introduced Winter Swan Coffee Bar to the world within Stacy K Floral at 43 Russell St. Winter Swan beacons with its Vietnamese coffee delights, fostering a sense of community and camaraderie around delicious flavors and aromas.

"Stacy K is becoming more of a lifestyle brand," Stacy says. What started out as wedding-focused, Stacy loves that now she helps people celebrate different facets of their lives. With the expansion to include Lainey and Dayni's businesses, Stacy creates a beautiful destination for people to come enjoy life and community while selecting and designing candles, gifts, and decor.

Stacy's enthusiasm shines through as she proudly adds her fellow female entrepreneurs to navigating the transition from home-based businesses to brick-and-mortar establishments. Drawing from her own experience, Stacy understands the fears and uncertainties that accompany such shifts. Guided by a supportive network that believed in her vision, she is determined to pay it forward, guiding others towards their aspirations. For Lainey, Stacy's mentorship has shifted the narrative from "What if it doesn't work out?" to "What if it all works out?" This shift in perspective has proven invaluable, evident in the positive influence that Lainey has brought to the shared Stacy K collaboration.

Stacy K looks forward to collaborating with and lifting other women entrepreneurs, perhaps bringing back classes to let people share their talents within the space. For instance, for her new, she loves that Stacy K is able to lift the incredible talents of Lainey and Dayni while crafting an exceptional space for customers.

Together, Stacy K, The Flourish Co., and Winter Swan Coffee Bar epitomize the power of collaboration, fostering a haven where innovation, creativity, and community intertwine.

**Stacy K**  
FLORAL WEDDINGS/EVENTS  
STACYKFLORAL.COM // 585.244.1414 // @STACYKFLORAL

**THE FLOURISH CO.**  
THEFLOURISHCO.COM  
IG: @THEFLOURISHCO

**WINTER SWAN**  
WINTERSWANCOFFEE.COM  
IG: @WINTERSWANCOFFEE



We love helping local businesses reach their full potential!

Creative, friendly award-winning team, dedicated to producing ideas that work for our clients. Whether it be a print magazine ad, social media boost, or editorial feature, we're here for you!

Best in Show at the Association of Community Publishers (ACP) Best of the Best Awards

YOUR DESIGN FEE IS COMPLIMENTARY WHEN ADVERTISING WITH US!

# 2024 PLANNING CALENDAR

EF: EDITORIAL FEATURE  
SS: SPECIAL SECTION  
RF: REGULAR FEATURE

2024 MEDIA KIT



## WINTER 2024

EF: **WINTER FUN**

SS: **SHOW THE LOVE** | VALENTINE'S DAY

RF: SELF CARE | FOR THE HOME | FACES | LOCAL LIFE

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*Final Ad Approval: January 12th*



## MARCH//APRIL

EF: **SUSTAINABLE LIVING** | UPSCALE CONSIGNMENT

SS: **OH HAPPY DAY** | WEDDING + CELEBRATIONS

RF: SELF CARE | FOR THE HOME | FACES | LOCAL LIFE

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*Final Ad Approval: February 16th*



## MAY//JUNE

EF: **ART + HISTORY**

SS: **GARDEN + BLOOMS**

RF: SELF CARE | FOR THE HOME | FACES | LOCAL LIFE

...

*Final Ad Approval: April 12th*



## JULY//AUGUST

EF: **TAIL-WAGGING SUMMER** | PETS

SS: **SIP + DINE**

RF: SELF CARE | FOR THE HOME | FACES | LOCAL LIFE

...

*Final Ad Approval: June 14th*



## SEPTEMBER//OCTOBER

EF: **BACK TO SCHOOL**

SS: **WOMEN-RUN BUSINESSES**

RF: SELF CARE | FOR THE HOME | FACES | LOCAL LIFE

...

*Final Ad Approval: August 9th*



## NOVEMBER//DECEMBER

EF: **OUR GIVING COMMUNITY** | NON-PROFITS

SS: **HOLIDAY GIFT GUIDE**

RF: SELF CARE | FOR THE HOME | FACES | LOCAL LIFE

...

*Final Ad Approval: October 11th*

# PRINT ADVERTISING RATES

*All prices are per edition when you advertise in multiple issues!*

## AD SIZE

Two-Page Spread	\$1,199
Full-Page	\$799
Half-Horizontal/Vertical	\$499
Quarter Page Ad	\$249

## PREMIUM POSITIONS

Inside Front Spread, Inside Back Spread,  
or Center Spread Add 10% to ad cost

**BACK COVER** \$999

**FRONT COVER** \$3,450

### - Cover Photoshoot

*Online gallery, high resolution photos  
with copyrights released*

*\* Front cover photo will be focused around theme/season.  
Only one cover per calendar year can be sold for the same business.*

### - Inside Two-Page Business Spotlight Spread

*Our content writer combined with our creative team  
will elevate your business in this beautifully  
handcrafted piece!*

### - Full Page Ad in Your Choice of Buffalo or Rochester

*Show off your business in this full page colorful ad!*

### - Featured in our Newsletter and Social Media

### - 40 Magazine Copies

*Extras available for an additional fee!*



## STRENGTH OF PRINT

Readers said magazines:

- are a way to learn about new products
- inspire to buy and try new things
- include content that is deeply engaging



*\*prices subject to change.*



BE THE FACE OF YOUR INDUSTRY IN BUFFALO -OR- ROCHESTER

# ONLY ONE SPOT PER INDUSTRY



ROCHESTER  
*faces*  
photography by TAMMY SWALES  
article by TRISH FINK



## floral design

Stacy K Ercan  
Stacy K Floral

Stacy Ercan, the mastermind behind Stacy K Floral, is as unique as her flower arrangements. An introvert by nature, she is layered in personality and interests. From her philosophy on life to her many hobbies and business endeavors, she brings creativity to everything she touches.

*"To me, flowers are bookmarks in our memories. They signify special moments that we hold onto, and in that way, they last a lifetime."*  
STACY K ERCAN

Growing up in Hammondsport on Keuka Lake, Stacy moved to Rochester after college and in 2006 launched her floral business as a way to bring joy to the community. This purpose still holds true more than 17 years later as it has grown and expanded to be a popular destination for all occasions.

As a wife and mom of two young children, Stacy manages everything with elegance and grace, diving into the details and pouring her heart and soul into each person, passion, and project she takes on. Once she gets into something, she immerses herself and goes all in with excitement and enthusiasm until it is complete. From managing and designing her Airbnb properties to coding the redesign of her website, she finds unique and innovative ways to use her skillset and has fun doing it.



As a business, Stacy K Floral works with several organizations throughout the community, including Autism Up and the Rochester City Ballet. As an individual, she often serves as a mentor for other women locally to help guide, support, and influence them in finding their passion and carving out a path to succeed.

Like Stacy, her floral business is continuing to grow with exciting new expansions on the horizon. As a fairytale girl at heart, she believes in leading your life every day with color and joy which she is committed to spreading to others through her work.

43 Russell Street, Rochester | 585.244.1414 | [www.stacykfloral.com](http://www.stacykfloral.com)

BE FEATURED ON OUR

*faces*

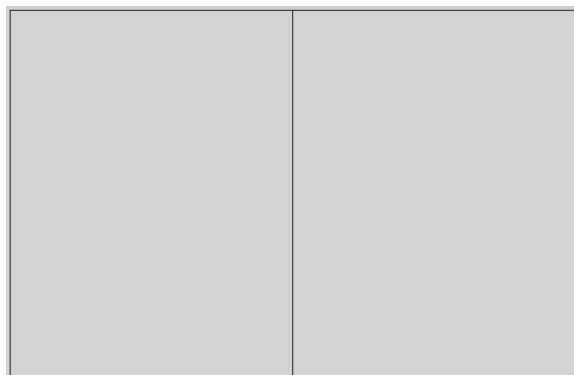
WEBSITE PAGE & SOCIAL MEDIA!

Be a part of this upcoming special section in our *Home* full gloss magazine - highlighting the people behind the businesses that help our community thrive!

## \$1,500 INCLUDES:

- Two page spread with article, photo, & contact information
- Select your preferred location (Buffalo or Rochester) and the issue in which you'd like to be featured!
- Photoshoot with professional photographer
- Article written exclusively for you by our content writer

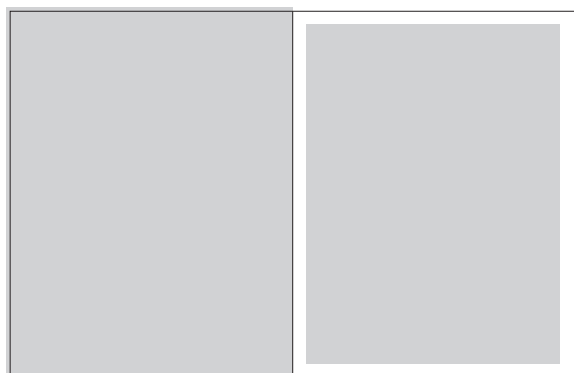
# MAGAZINE ADVERTISING DIMENSION SPECS



## 2-Page Spread with 0.125" Bleed:

17 x 11.125

*All live text must be  
0.25" from trim*

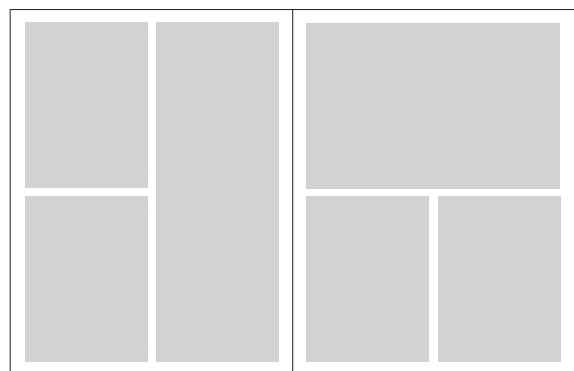


## Full Page with 0.125" Bleed:

8.5 x 11.125

*All live text must be  
0.25" from trim*

## Full Page Without Bleed: 7.667 x 10.15



## 1/2 Page Landscape:

7.667 x 5

## 1/2 Page Portrait:

3.75 x 10.15

## MECHANICAL SPECIFICATIONS

Our staff utilizes Adobe Creative Suite 2023. The layout file that is acceptable is Acrobat (\*.pdf). Note that changes cannot be made to those files once received. Non-working files must have all text converted to outlines or fonts embedded, and all images embedded.

## FILE SETUP

Set document dimensions to the correct size of the ad. It is not necessary to include printer marks such as crop, bleed and registration marks or page information.

Magazine Trim size: 8.375 x 10.857

Bleed Dimensions: 8.5 x 11.125

All live text must be 0.5" from trim

*All images must be at least 300 dpi.*

## MECHANICAL SPECIFICATIONS

All colors appearing in your ad must be built from process colors CMYK. Advertisements are accepted with the understanding that Featured Media™ will make reasonable efforts to match color specifications. However, it does not guarantee color reproduction to be exact and will not rebate or adjust. We will not be responsible for print quality of any advertising not created by Featured Media™ personnel.

## RICH BLACK CMYK MAKE-UP

C: 40 M: 40 Y: 40 K: 100

## COLOR PROFILE

North America Prepress 2

Working CMYK - U.S. Web Coated (SWOP) v2

## PRODUCTION & DESIGN FEES

All advertisers are given the option of a **complimentary** proof by the Home magazine design team. Proofs beyond the third revision are **\$50 each**.

Packaged files for use outside of Home magazine are **\$150**.



— *Let us help you* —

# REACH YOUR CUSTOMERS



## PRINTING

Business Cards  
Newsletters  
Invitations  
Flyers + Signs

## PROMOTIONAL

Mugs & Cups  
Custom Apparel  
Banners  
Yard Signs

## DIGITAL

Websites + E-Commerce  
Programmatic Advertising  
Email Marketing  
Social Media Ads

PHOTOGRAPHY // VIDEOGRAPHY SERVICES

*We can't wait  
to meet you!*  
- THE HOME TEAM

# Home™

PRODUCED BY FEATURED MEDIA™

[THEHOMEPUBLICATIONS.COM](https://THEHOMEPUBLICATIONS.COM)

585.226.5888

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



FILL OUT OUR JOTFORM TO SECURE YOUR SPOT IN OUR UPCOMING 2024 EDITIONS!