CONSUMER MARKETING SOLUTIONS

Consumer Home Design Magazines

Distributed in more than 60,000 retail outlets nationwide, Hanley Wood's consumer special-interest publications offer the latest tips and trends, building products, and house plans that consumers are looking for to build their dream home. Each issue's online edition reaches an expanded digital audience of more than 166,000 consumers.

AMERICAN DREAM HOMES This showcase of our finest designs takes readers on a guided tour of the best-of-the-best—the year's most celebrated homes from the most accomplished designers. Every home in ADH is a feature story, told through great photography and meticulous descriptions of the exquisite details that made the home design such a success with building pros and homeowners. Whether the reader is a determined plans shopper on a building schedule or just an admirer of contemporary home design, ADH promises an informative, inspiring, and satisfying experience.

CUSTOM AND LUXURY HOME DESIGNS Our finest collection of beautiful home plans, Custom, and its sister publication Luxury, focus on homes over 3,000 square feet that incorporate the latest home design trends and amenities. Articles highlight the popular custom design elements on the market while feature stories explore gorgeous homes built from pre-drawn plans. Reviews of high-end products lend inspiration to those for whom price is no object. Home designs are organized either by architectural style or the features they offer.

ECOHOME DESIGNS Whether your definition of green building is about the use of sustainable materials or about high performance and energy savings, EcoHome Designs is the perfect place to find the latest editorial about the green building phenomenon as well as pre-drawn house plans that feature comfortable green designs. Readers enjoy a wealth of insights about the newest building materials and construction methods, as well as tried-and-true tips on building an energy-efficient customhome. All plans are hand-selected, based on criteria that contribute to key green-building goals.

SELECT HOME DESIGNS For more than 30 years, Select Home Designs has provided the Canadian homebuilding community with the best home plans and resources available. Builders and consumers alike look to Select for industry-leading designs, dependable advice, and insightful and timely product ideas. Newly designed to capture the reader's imagination and outshine any newsstand competition, our all-new Select Home Designs will feature over 200 plans with full-color photos and illustrations.

ADVERTISING CONTACT
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2011 Editorial Calendar

The beauty of Hanley Wood's home design magazines is that consumers don't just turn to us for ideas—they turn to us for inspiration. Combining the proven, industry knowledge of Hanley Wood, with detailed, consumer-focused editorial, our home design publications attract in-market consumers who are actively planning to build a new home.

AMERICAN DREAM HOMES

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE	FEATURES	PRODUCT FOCUS
April	3/7/11	3/14/11	4/26/11	› Designing Spaces for Outdoor Entertaining › Metropolitan Living: Considerations Building in an Urban Environment	› Luxury Appliances for Every Room in the House
October	8/29/11	9/5/11	10/18/11	› Great Rooms, Dining Rooms, and Kitchens Made for Entertaining Guests › Curb Appeal	› Outfitting Your Dream Home: Furnishings and Décor

CUSTOM

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE	FEATURES	PRODUCT FOCUS
March	2/7/11	2/14/11	3/29/11	› Aging in Place: Building with the Future in Mind	› New Trends in Flooring: Carpet, Wood, Tile, and More › Top Ten Products for Aging in Place
September	7/27/11	8/3/11	9/6/11	› Home Organization: Cabinets, Closets, and Storage Systems › Luxury Living in a Smaller Home	› Exterior Surfaces: Siding, Brick, Stucco, and Stone

ECOHOME DESIGNS

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE	FEATURES	PRODUCT FOCUS
June	5/2/11	5/9/11	6/21/11	› What Does a Green Home Look Like? › Water Efficiency	› Top 25 Green Products

LUXURY HOME DESIGNS

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE	FEATURES	PRODUCT FOCUS
June	4/27/11	5/4/11	6/14/11	› Getaway Homes	› Ten Favorite Luxury Kitchen and Bath Products › Outfit Your Outdoor Living Space
November	10/12/11	10/19/11	11/29/11	› Sustainable Lifestyle: Building and Living in a Green Home	› Choosing Windows and Doors for Beauty and Efficiency › Luxury Green

SELECT HOME DESIGNS

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE	FEATURES	PRODUCT FOCUS
TBD	TBD	TBD	TBD	TBD	TBD

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