

RD

RESIDENTIAL DESIGN



Editor's Letter

I'd like to introduce you to *Residential Design* magazine, a new quarterly business and design journal for residential architects and custom home builders. Although a new publication, it has a distinguished lineage that includes *Qualified Remodeler*, *Kitchen and Bath Design News*, and its immediate predecessor, *Residential Design & Build*, owned by SOLA Group, Inc.

Residential Design is a fresh take on a subject we all hold near and dear to our hearts: our homes. If we're lucky in this life, we have more than a mere a roof over our heads—we have a sanctuary that lifts our spirits, protects our families, and, in some measure, feeds our souls. Creating something so important is more than a trade, it's a calling. The architects and builders who answer that call share a special passion for the work, and it drives all that they do.

A custom home is by definition one-of-a kind—it's a prototype that has never been built before. It's specific to its site, the clients' needs and wants, and the climate it occupies and surmounts. The journey down this uncharted path is not for the faint of heart. It is for the trailblazers, the adventurers, the inspired problem solvers. It is for the dauntless architects and builders and their trusted allies who choose to invent and reinvent houses again and again—starting fresh each time, making each one even better than the last.

We're here to fuel their passion and to provide the high-level, substantive information they need to make their clients' individual dreams come true. We believe that "design" isn't just a noun, it's a verb—an ongoing effort

among all the pros involved in a custom residential project. That's why we'll focus on more than just pretty pictures of pretty houses. Architects and builders know what the end point should look like, but the beginning and middle are a continual struggle. How do you win that next job? How do you get that variance approved? How do you satisfy slow-moving building codes while still pursuing advanced building technology?

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We like pretty pictures, too, and we'll show them. But we also care about how the pros, the process, and the products align to make those handsome houses, so we'll detail these aspects as well. And we care about how each team member works with the other, with the client, and with manufacturers and suppliers. We understand that building well is not just professionally important to these teams, it's personally imperative.

We will provide indispensable insight and expert guidance into the practice and perfection of residential architecture and construction—in print, online, and in person. Please join us on this fascinating journey home.



S. Claire Conroy
Editor-in-Chief



S. CLAIRE CONROY **EDITORIAL AWARDS**

Jesse H. Neal Gold Award:
Best Staff Written Editorials

Jesse H. Neal Finalist: 10x

American Society of Business Press Editors:
Top 10 Magazine 8x

National Association of Real Estate Editors:
First Place, Best Building & Development Magazine

FOLIO:
Gold Ozzie Award & Gold Eddie Award

EXPERIENCE

- Launched Reinvention: largest residential design symposium for architects
- Launched residential design competition with a consistent 1,000+ entrants

Legacy and Future

RESIDENTIAL
design+build

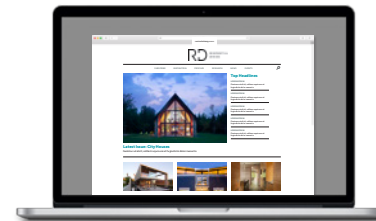


RD RESIDENTIAL
DESIGN

Residential Design has deep roots. It traces its lineage back to 1935, when it was launched as *Building Contractor*, serving builders and architects in the western U.S. In recognition of the need for architects and builders to work more closely together, the media brand grew to encompass a national trade audience under the title *Residential Design + Build*.

Today *Residential Design* is the only publication dedicated to the business needs of residential architects and custom builders. It aims to guide them on their journey of creating outstanding custom homes – from concept through construction – highlighting the importance of professional collaboration to deliver a superior result.

Total Circulation	45,000
Architects/Designers	20,000
Custom Builders	25,000



Audience

Residential architects and custom builders are inspired problem solvers.



Architects/Designers <i>20,000</i>	 For architects and builders of distinctive homes	Custom Builders <i>25,000</i>
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For architects and
builders of distinctive
homes



Architects/Designers <i>20,000</i>	 For architects and builders of distinctive homes	Custom Builders <i>25,000</i>
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Editorial Pillars



Design

Because design informs every detail of a custom home, it will infuse every page of *Residential Design* magazine. Design consciousness begins at our front door with a stunningly beautiful cover photograph of an exceptional house. It permeates our Pro-Files of the architects and builders who create these exceptional homes. It guides the in-depth Case Studies we'll use to illuminate how these homes are designed and constructed. And it steers the carefully chosen portfolio of Design Products and Build Products these homes comprise.

Business

It's the rare architect and builder who excel at both the qualitative and quantitative sides of custom home creation. That's why supporting excellence in both is the single most important mission of *Residential Design* magazine. We're here to help the talented architect become an outstanding business person, and the successfully business-minded architect a more rigorous designer. Custom builders may understand how to expertly execute a designer's vision, but they may not know the best ways to keep their subs in line and on time. We'll identify the trade secrets that strengthen a builder's bottomline and the construction skills that hone the quality of the craftsmanship. Our Pro-Files share best practices, and our Master Class focuses on process improvement in management, technology, construction and design.

Products

Expertly curated products are the lifeblood of a custom home. Beautiful products must also function and practical products must perform. We showcase the latest products, of course, but also the enduringly useful products pros have carefully vetted and blessed over the years. Design Products covers the eye-catching architectural elements in a custom home, while Build Products looks at the performance components that constitute top-notch construction.

Inside *Residential Design*



CHIEF EDITOR'S NOTE

An essay on the custom home profession by Editor-in-Chief and award-winning commentary writer, S. Claire Conroy.

VERBATIM

A discussion with a custom home architect or builder on an important issue facing the profession.

PRO-FILE DESIGN

A doer's profile of an innovative architect, illuminating their actionable business strategies and design expertise.

PRO-FILE BUILD

A doer's profile of an innovative builder, identifying their actionable business strategies and construction knowledge.

ROOM STUDY

Special focus on an important room or feature in a custom home.



CASE STUDY

An in-depth, feature-length project story exploring the process and contributions of both the architect and the builder.

DESIGN LAB

A feature-length building type study of residential projects grouped by common theme or design goal.

MASTER CLASS

An expert primer on a technology, system, material, or business practice for the custom home industry.

DESIGN PRODUCTS

High-end finish and architectural products.

BUILD PRODUCTS:

High-end building products.

PARTI SHOT:

A single, beautiful hand-drawn concept sketch for a custom home.

Residential Design Editorial Calendar 2017

	VOLUME 1: (JANUARY)	VOLUME 2 (APRIL)	VOLUME 3 (JULY)	VOLUME 4 (OCTOBER)
Ad Closing	11/22/16	03/01/17	05/31/17	08/30/17
Material Due	11/23/16	03/02/17	06/01/17	08/31/17
Issue Theme	The Kitchen-Centered House	The High-Function House	The House in the Landscape	The Classic Vacation House
Case Study	An in-depth look at an exceptional custom home	✓	✓	✓
In-Depth Design Feature	Kitchens	Houses with a specialized program	Indoor-outdoor living houses	Traditional second homes
Special Design Focus	Baths	Home offices	Outdoor rooms	Great rooms
Master Class	Acoustics	Lighting	Window walls & openings	Decks and decking
Smart Business Coverage:				
–Pro-File Design	Best practices from a leading residential architect	✓	✓	✓
–Pro-File Build	Trade secrets from an innovative custom builder	✓	✓	✓
–Verbatim	Architects and builders explore issues critical to the profession in their own words	✓	✓	✓
Design Products	High-end architectural products	✓	✓	✓
Build Products	High-end building products	✓	✓	✓
Last Page	A beautiful hand-drawn architectural illustration	✓	✓	✓

Rates, Specs and Contacts

DISPLAY RATES	1X	3X	4X
2-Page Spread	\$15,500	\$14,000	\$13,000
Page	\$9,295	\$8,590	\$8,120
1/2 Island	\$7,130	\$6,580	\$6,100
1/2 Page	\$6,180	\$5,710	\$5,240
1/3 Page	\$5,460	\$5,110	\$4,455
1/4 Page	\$4,580	\$4,260	\$3,590
Product Resource / Classifieds	\$1,660	\$1,560	\$1,460
Inside Front Cover + 18%			
Back Cover + 18%			
Inside Back Cover + 10%			

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SPECS	LIVE AREA	TRIM SIZE	BLEED SIZE
Full Page*	8.5"x10.375"	9"x10.875"	9.25"x11.125"
Two-Page Spread*	17.5"x10.375"	18"x10.875"	18.25"x11.125"
1/2-Page Hor. Spread*	17.5"x4.875"	18"x5.1875"	18.25"x5.4375"
1/2-Page Horizontal*	8.5"x4.875"	9"x5.1875"	9.25"x5.4375"
1/3-Page Vertical*	2.3125" x 10"	2.5625" x 10.875"	2.8125" x 11.125"
2/3-Page Vertical	4.625"x10"	–	–
1/2-Page Island	4.625"x7.75"	–	–
1/2-Page Vertical	3.75"x10"	–	–
1/4-Page Vertical	3.75"x4.875"	–	–
1/3-Page Square	4.625"x4.875"	–	–
Single Gallery	2.4375"x3.3125"		
Double Gallery	5.125"x3.3125"		
Bound-in Insert**	8.5"x10.375"	9"x10.875"	9.25"x11.125"
Tipped-in Insert	8.125"x10.375"	8.625"x10.875"	8.75"x11.125"

*If you do not want the ad to bleed, then set up ad to LIVE AREA size. For ads that do bleed, keep important elements within the live area.

**If including a perforation then keep it .5" away from spine at TRIM SIZE.

PDF/X-1a or Press-Ready PDF are the preferred formats for file submission.

Upload materials at <http://solabands.com/RD-ads>

For questions about materials submission, please contact (847) 786-8864 or Heidi@SOLAbands.com

Online Display Ads

ResidentialDesignMagazine.com delivers a targeted online content environment. Your brand will be part of this relationship we have built through run-of-site and high-impact units.

Standard Run-of-Site Options: \$125 CPM

LEADERBOARD: 970 X 90

(Also provide a 728 x 90 and 300 x 50 for responsive ad delivery)

RECTANGLE: 300 X 250

HALF PAGE: 300 X 600

High Impact Run-of-Site Options: \$250 CPM

BILLBOARD: 970 X 250

(Also provide a 728 x 90 and 300 x 50 for responsive ad delivery)

WELCOME AD: 550 X 480

CORNER PEEL: 75 X 75 AND 500 X 500

WALLPAPER MAX: 1658 X 1058;

Wallpaper Min: 1280 x 800 (see diagram to right)

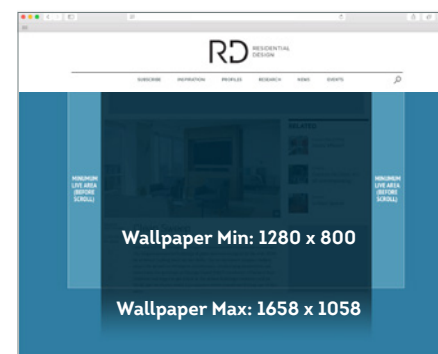
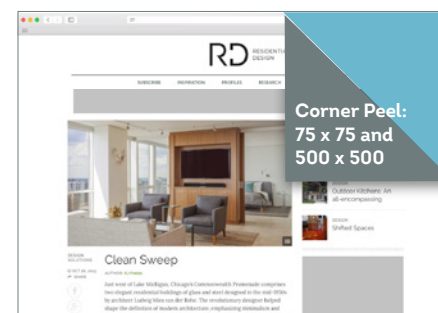
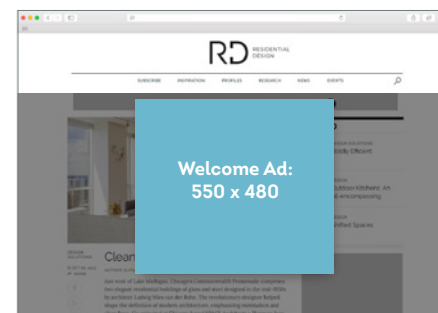
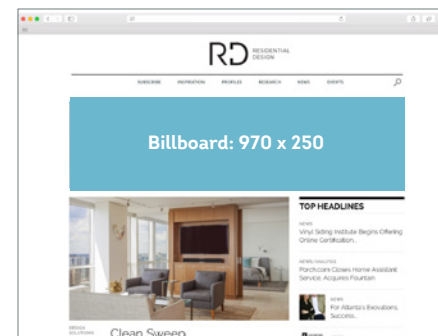
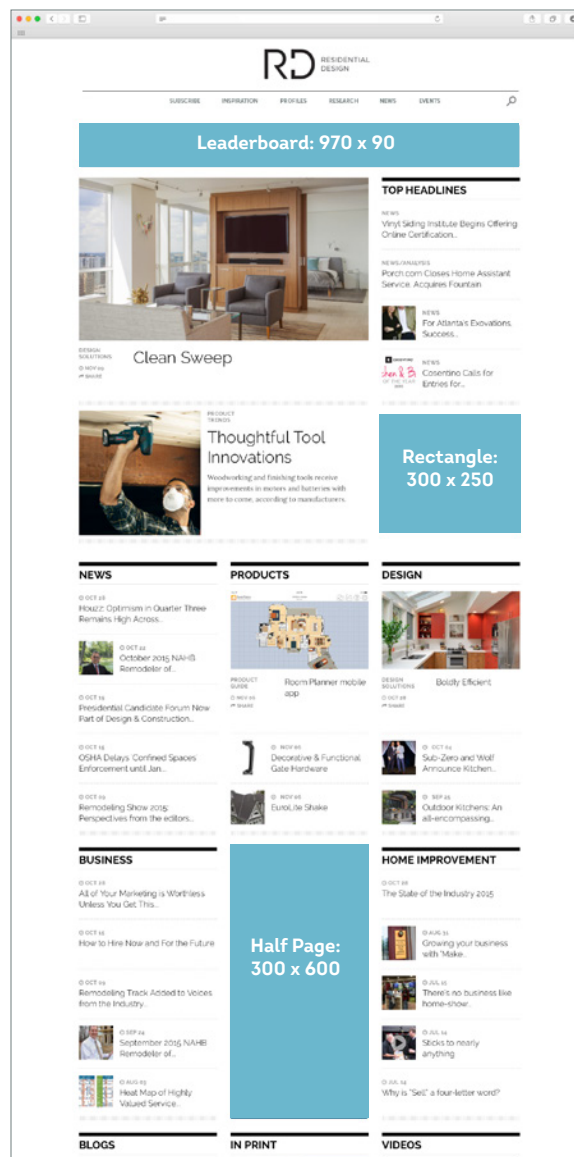
File Specs

For all banners we accept .jpg, .png, .gif, or .swf

Flash ads also need to be accompanied by static image

Provide linking instructions

Third-party click tracker URL's acceptable



Email Marketing

Every Other Week Newsletter

Delivered every-other Wednesday morning to 25,000+ architects and custom builders. Our editorial team filters the latest news and products to the residential design community.

Sponsorship Options

\$1,500 net per sponsorship position

\$3,300 net to own all three

LEADERBOARD 600 X 100

(Scales down to 300 x 50 on mobile devices)

RECTANGLE: 300 X 250

HOT PRODUCT

2 positions available

File Specs

LEADERBOARD & RECTANGLE:

- Static frame image as .jpg, .png or .gif
- Provide linking instructions
- Third-party click tracker URL acceptable

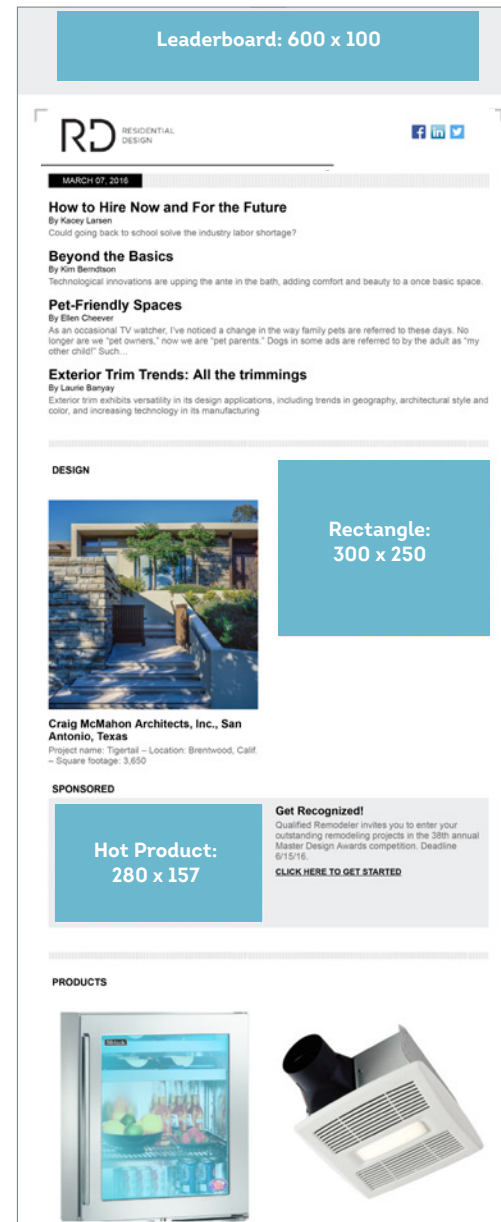
HOT PRODUCT POSITION

IMAGE: 280 x 157 or horizontally-oriented that we can crop for you

HEADLINE: 3-5 words

BODY TEXT: 300 character count limit (including spaces and punctuation)

CALL TO ACTION: 3-5 words + linking URL



Email Marketing

Custom Newsletters

Send your unique marketing message to a qualified audience in a 100% share-of-voice format. The *Residential Design* audience who receives your messaging has already opted-in to receive information from our marketing partners.

Perfect for:

- New product or website launch
- Drive attendance to trade show
- Promote white paper, technical brief, new app or case study
- Newsletter

We also offer targeted lists. Contact us for specific pricing.

File Specs

Complete, email-friendly HTML file with support images

600 pixels wide max to accommodate most viewing panes.

We recommend 50/50 ratio of images to text

Supply subject line

We can create HTML files from provided assets if needed. Design charges may be applied.

Earthwise Windows and Doors: The Wise Choice | [CLICK HERE](#) to view online



The Wise Choice...
In Replacement, New Construction & Commercial Windows

We'll Build Over 1 Million Windows this Year!



Sales of Earthwise Windows and Doors have doubled over the past five years. We're giving educated consumers the products they want, in a wide variety of styles and colors. And we're giving dealers, contractors and builders a marketplace advantage.

Designed with Professionals in Mind

You need windows and doors that are well-built, reliable and pleasing to your customers. For professionals we provide:

- Durable, energy-efficient windows and doors that are custom-built to fit perfectly into any opening
- A liberal consumer financing program
- Manufacturing close to home...we're the first window and door manufacturer to be Made in USA®. Certified with 18 regional manufacturers across the U.S.

Products Your Customers Want

Homeowners want windows and doors that are beautiful, energy-efficient, maintenance-free and warranted for life...and Earthwise products deliver. Please view our website for more information:
www.earthwisewindows.com



Unique Competitive Advantages

Differentiate yourself from the competition with Earthwise windows and doors. Only Earthwise products are built for optimum performance in your local climate by a national network of regional manufacturers.

You can also give consumers an unmatched warranty: Earthwise products carry both the Good Housekeeping Seal—with a money-back guarantee—and our Limited Lifetime Manufacturer's Warranty.



Ready to Grow Your Business?

Contact us directly: 513-755-6707 | info@earthwisewindows.com



Color-treated wood saves time, adds value | [View Online](#)



PROFESSIONAL GRADE™



Treated lumber never looked so good

Color-treated wood saves time, adds value

BEAUTY. ProWood *Dura Color®* won't fade to gray like cedar. And it's backed by a 2-year color assurance warranty. [Request a cut sample.](#)

DURABILITY. Wood is treated with eco-friendly MCA (micronized copper azole) to fight termites and rot. [Learn about MCA.](#)

VALUE. Dura Color is a better alternative to everyday treated wood (you know, with the greenish hue). It's a more economical choice when compared to cedar or redwood or high-end synthetic decking. And, you'll save time building, since it has color built in! [Find a Dealer.](#)

Check out our special offer in recognition of Fire Prevention Week | [View Online](#)

THE FUTURE IS ON™



Special Offer - We're Giving Away AFCI Receptacles*



Fire Prevention Week is October 4-10 and in recognition we're offering you an AFCI Receptacle at no cost to promote how AFCIs can help improve home electrical fire safety. [Get yours now >>>](#)

Offer expires October 10.

To learn more about AFCI protection, visit leviton.com/afci.

*Terms and Conditions: Offer good through October 10, 2015 via order form accessed and submitted through this communication. Quantities limited to the first 500 replies to this offer or while supplies last. One per household. Cannot be combined with any other offers. Offer may not be shared or forwarded. Must be a resident of the United States.

