

Designs Direct Publishing, LLC®



Designs Direct Publishing Mission Statement

For nearly 30 years, Donald A. Gardner Architects, Inc. (DAGA), Frank Betz Associates (FBA) and the Sater Design Collection (SDC) have been supplying content to numerous publishers in the home plan category. Award-winners who lead the nation in home plan sales, they wanted to offer something better to the marketplace. Completely revolutionary, DDP titles feature full-color photography, color front *and* rear renderings, and the convenience of purchasing and receiving plans directly from the designer. DDP publications are refreshingly different, and the superior quality is readily apparent on the newsstand.

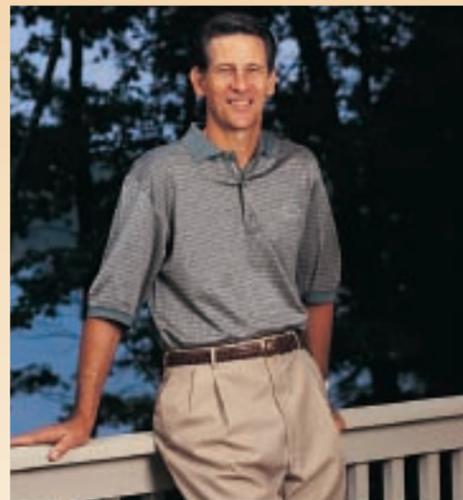
Designs Direct Publishing Founding Partners



Frank Betz Associates, Inc.

Since 1976, Frank Betz Associates, Inc. has developed an unsurpassed reputation as a leading provider of home plans. With more than 100 years of combined experience, their team of experts design trend-setting, award-winning home plans for builders, developers and consumers alike, while offering unparalleled customer service.

Don Gardner graduated from Clemson University with a Bachelor of Architecture degree. He served in the Army Corps of Engineers and became a registered architect, gaining a wide range of architectural experience, before establishing the award-winning Donald A. Gardner Architects, Inc. in 1978.



Donald A. Gardner; AIA, NCARB

Dan Sater II, AIBD, of The Sater Design Collection, Inc. has 25+ years in the residential design industry with over 350 regional and national design awards to his credit. He is currently serving as a national officer of the American Institute of Building Design.



Dan Sater; AIBD, CPBD

Circulation Information

CIRCULATION

National distribution to key retail establishments:

BOOKSTORES: Books-A-Million • Borders • Brentanos • Follett • Hasting • Media Play • Waldenbooks

SUPERMARKETS: Albertson's • BI-LO • Bruno's • Giant Eagle • Harris Teeter • Kash 'n Karry • Krogers • Meijer • Publix • Safeway • Waldbaums • Winn-Dixie • Food Lion • H-E-B

DRUGSTORE/MASS

MERCHANDISERS: K-Mart • Walgreens • Wal-Mart • CVS • Rite-Aid

HOME

IMPROVEMENT

CENTERS: Home Depot • Lowes

DESIGNER DREAM HOMES™ PRESENTS

Designer's
BEST-SELLING DREAM HOMES™

Small
DREAM HOMES™

Country
DREAM HOMES™

Designer's
BEST-SELLING DREAM HOMES™

Designer
A Designs Direct™ Publication
DREAMHOMES

100,000 distribution per issue
150,000 future target distribution

75,000 initial distribution issue
125,000 future target distribution

FREQUENCY

On Sale Dates:
February, April, June, August and December

FREQUENCY

On Sale Dates:
January, April, July and October

PAGE COUNT

224

PAGE COUNT

192

RETAIL PRICES

\$9.95 US; \$13.95 Canada

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\$9.95 US; \$13.95 Canada

TRIM SIZE

8.25" w x 10.75" h

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8.25" w x 10.75" h

COVER LINES

Each issue showcases top designer names on the cover, along with compelling feature themes.

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WEBSITE

www.designerdreamhomes.net

WEBSITE

www.ddhpresents.com

DIRECT FROM THE NATION'S MOST PROMINENT RESIDENTIAL designers and architects come unmatched new home plan magazines, trade-books and special interest publications bursting with superior designs and information for today's homebuyers and their lifestyles!

Publications Showcase



Vibrant, exciting and personal, *Designer Dream Homes™ (DDH)* and *DDH Presents (DDHP)* showcase distinguished home plans from the award-winning portfolios of the nation's top designers. From country cottages to exquisite estates, these glossy, full-color publications reflect a broad range of styles and square footages that appeal to affluent and well-educated consumers.

In its first two years, *DDH* revolutionized the home plan magazine category and established itself as a step above any of its competitors in quality and content.

Exciting and new, *DDHP* features best-selling plans in a specialty category — from trend-setting homes to luxury homes to upscale smaller homes. Each issue of *DDHP* caters to a popular style that appeals to a discriminating segment of consumers.

In Each Issue:

In each issue, readers discover over 140 home plans and full-color photo tours of 10 or more beautifully designed and decorated homes. DDP magazines also feature lifestyle-oriented articles showcasing hot products, decorating trends and interviews with top designers and interior decorators.

Ultimately, *DDH* and *DDHP* provide an opportunity for consumers to work directly with the designer to make their dreams come true, and also prove to be an ideal showcase for building products. No other magazine in this genre does all that.

DESIGNER DREAM HOMES™ PRESENTS

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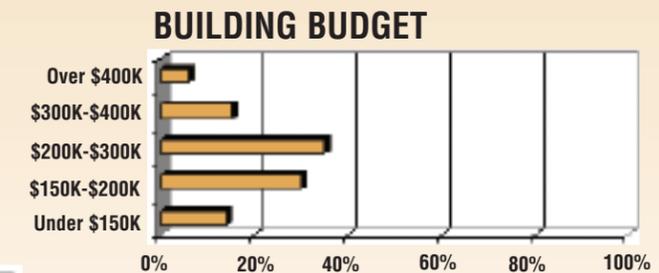
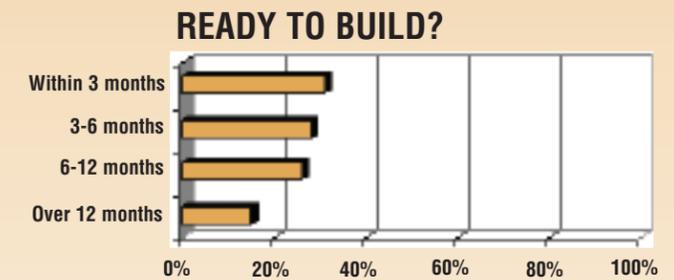
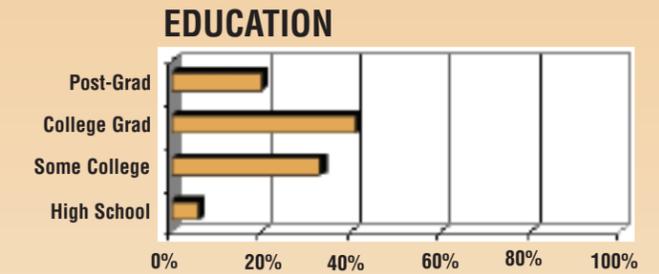
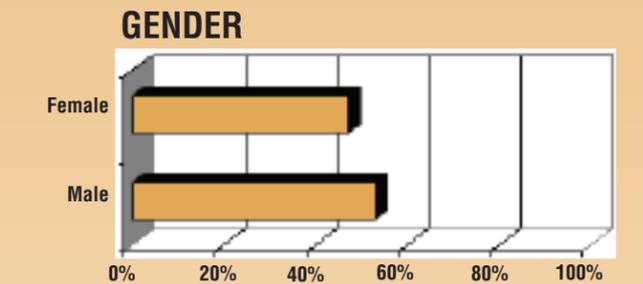
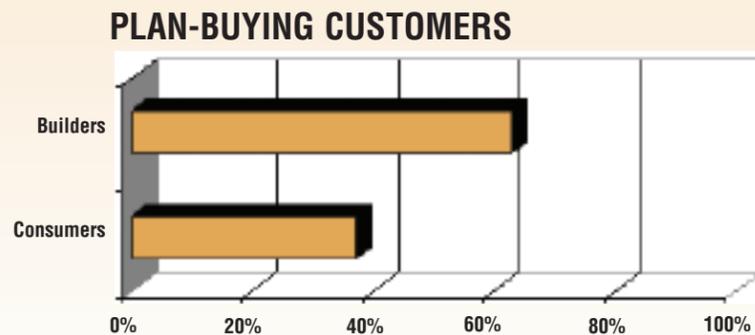
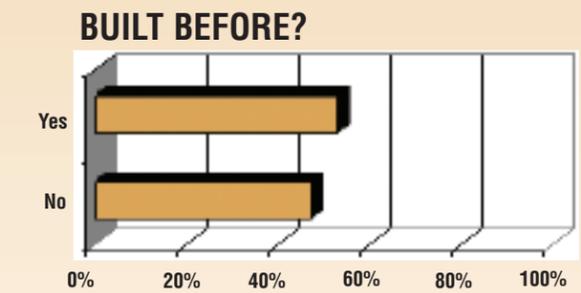
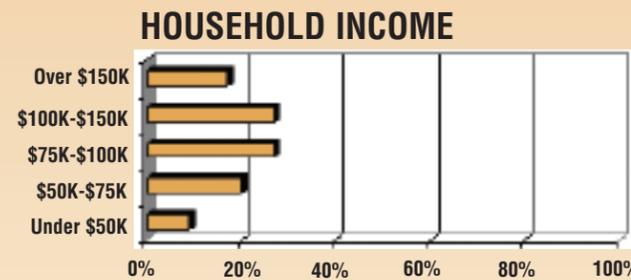
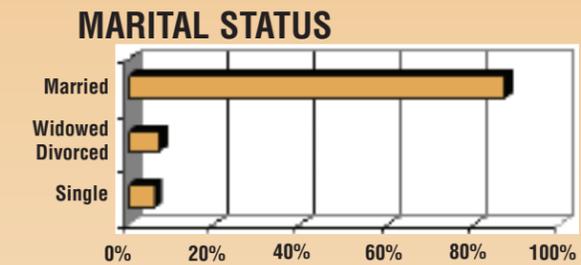
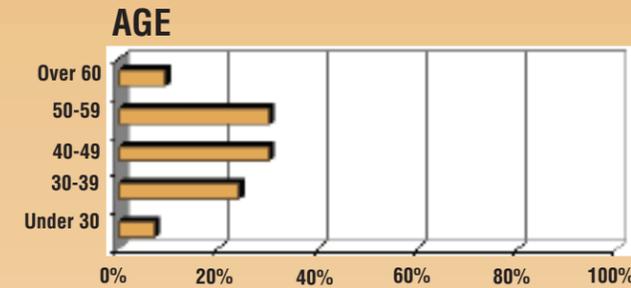
Demographics Information

Source: 2004 Customer Survey

With Designs Direct Publishing, you reach all your target markets through one source. Our magazines reach the most dynamic and active segment of the consumer market interested in *your* product. Our customers are affluent, educated, experienced and ready to build.

"As builders, we see a lot of home plan magazines. Designer Dream Homes™ is by far the best one on the market today. We keep copies in our office so people interested in building a home will have the best plans available from which to choose."

Keith Manning, Manning Homes, Inc., Raleigh, NC



"We are delighted with the consumer reaction we received to our advertisement in Designer Dream Homes™ magazine and the associated response to our online survey. We were able to talk about the wonderful attributes of CFM Specialty Home Products and our brands, including Vermont Castings and Majestic Fireplaces, and to help our dealers and distributors reach just the right markets."

Jennifer Combe, CFM Specialty Home Products

Production Information

ADS SUPPLIED ON DISK

Publisher accepts ads on CD in Macintosh format only. CD must supply all supporting electronic files and typefaces, including color proof (color laser proof not accepted). Publisher accepts only QuarkXpress, Photoshop, Illustrator and PDF files. If Kodak approval proof or equivalent is not supplied, one will be provided at an additional charge of \$75 if time allows. If acceptable proof is not supplied, client assumes responsibility for color reproduction.

DIGITAL REQUIREMENTS

Supplied scans must be to desired size at no less than 300 dpi and saved as CMYK. Use Type 1 postscript fonts only (preferably Adobe); no True Type fonts, please! Magazine will be printed at 175 line screen.

AD PRODUCTION CHARGES

For ads designed or modified by publisher, minimum charge is 15% agency fee. Please call for details.

CORRECTIONS & CHANGES POLICY

Account Representative will assist client. Publisher will produce ad and make corrections and changes to meet original layout. Redesigning the ad will result in additional charges. Clients are entitled to make changes up to 10 words at no charge on rerun ads. This allows clients to update price, hours, add banners and bursts, and to make timely announcements. If client wishes redesign work, publisher will provide design services per the rate sheet. Publisher reserves the right to review all advertising and reject any ads not in keeping with the spirit and editorial content of the magazine and which, in the publisher's opinion, violate standards of taste and decency.

ADVERTISING DEPARTMENT

If you have questions or need assistance, contact the advertising department at 864.770.7400, ext. 334.

Advertising Specifications

Full Page - Trim: 8.25" w x 10.75" h

Live: 7.25" w x 10" h

Bleed: 8.50" w x 11" h

Half Page -

Horizontal: 7" w x 4.75" h

Vertical: 3.25" w x 9.75" h

Quarter Page: 3.25" w x 4.75" h

Spreads - Trim: 16.5" w x 10.75" h

Live: 15.75" w x 10.75" h

Bleed: 16.75" w x 11" h

FTP Site:

**ftp.dmgatlanta.com
User:ddpclient@dmgatlanta.com
Password: ddpclient**

Covers: 8.25" w x 10.75" h

Live: 7.50" w x 10" h

Bleed: 8.50" w x 11" h

Production Address:

**Designs Direct Publishing, LLC
150 Executive Center Drive
Suite 215
Greenville, SC 29615**