



NCI National Network Media Kit
 21 + CITY and REGIONAL Magazines Local Online
 100+ Events NARI NKBA ASID NAHB Partnerships
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 home magNET publications rate card Sept. - Dec. 2008: Editorial & Event Calendar

Magazine	Sept.	Oct.	Nov.	Dec.	Circulation	Freq.	Open Rate*	Web Address	HI	H&L
Accent Home and Garden	4 Kitchen Tours; Kitchen and Kitchen Designer Issue		3 Holiday Home Tours and The Best B&B Bedrooms		30,000	8	\$3,018	accentmagazine.com		x
At Home in Arkansas	Kitchen & Bath	Architect & Builder Homes	Jr. League Holiday House	The Good Life	26,500	12	\$2,376	athomearkansas.com		x
Atlanta Home Improvement	Fall Home Show; Grant Park Tour	Landscape Planner	Chateau Elan Home Tour	Annual Kitchen & Bath Planner	75,000	13	\$3,950	homeimprovementmag.com	x	
Atlanta Homes & Lifestyles	Decorator's Show House	Second Home Properties	Holiday Show House & Dir.	Luxury	32,000	12	\$6,812	atlantahomesmag.com		x
Baltimore Home Improvement	Brick/Concrete/Stone	Home Exteriors	Home Entertainment	Annual Kitchen & Bath Planner	35,000	12	\$2,202	homeimprovementmag.com	x	
Chicago Home Improvement	Brick/Concrete/Stone	Home Exteriors	Home Entertainment	Annual Kitchen & Bath Planner	50,000	13	\$3,700	homeimprovementmag.com	x	
Cincinnati Home Improvement	Brick/Concrete/Stone	Home Exteriors	Home Entertainment	Annual Kitchen & Bath Planner	45,000	13	\$1,780	homeimprovementmag.com	x	
Colorado Homes & Lifestyles	Telluride Arts Festival	Home of the Year	Architect & Designer Holiday Event; Annual Gift Guide		32,500	9	\$8,600	coloradohomesmag.com		x
Dallas Home Improvement	Brick/Concrete/Stone	Home Exteriors	Home Entertainment	Annual Kitchen & Bath Planner	50,000	13	\$3,530	homeimprovementmag.com	x	
Fort Myers Home Improvement	Brick/Concrete/Stone	Home Exteriors	Home Entertainment	Annual Kitchen & Bath Planner	30,000	13	\$2,250	homeimprovementmag.com	x	
Hartford Home Improvement	Brick/Concrete/Stone	Home Exteriors	Home Entertainment	Annual Kitchen & Bath Planner	25,000	13	\$1,488	homeimprovementmag.com	x	
Kansas City Homes & Gardens	Remodel of the Year Award	Kitchens & Baths	Shopping Guide; 2 Home Tours	Green; Technology	20,000	10	\$2,712	kchandg.com		x
Long Beach/South Bay Home Improvement	Brick/Concrete/Stone	Home Exteriors	Home Entertainment	Annual Kitchen & Bath Planner	30,000	13	\$1,568	homeimprovementmag.com	x	
Metro Washington Home Improvement	Brick/Concrete/Stone	Home Exteriors	Home Entertainment	Annual Kitchen & Bath Planner	50,000	13	\$3,700	homeimprovementmag.com	x	
Mountain Living	Jackson Hole Fall Arts; 3 Home Tours	Rocky Mtn. Builders Conf. New Showrooms	Luxury Gifts and High Country Furniture		50,000	8	\$8,047	mountainliving.com		x
New England Home	Market Wk. Edit. Luncheon; Great Kitchens; Furnishings Show		NE Hall of Fame Award Gala; Smart Home		60,000	6	\$5,730	nehomemag.com		x
Orlando Home Improvement	Windows and Doors	Brick/Concrete/Stone	Home Entertainment		40,000	7	\$2,350	homeimprovementmag.com	x	
Seattle Homes & Lifestyles	Bath of the Year	Design Achievement Award & Gala	Designer Trees Gala; Home of the Year	Holiday Open Office Party	30,000	10	\$5,035	seattlehomesmag.com		x
St. Louis Homes & Lifestyles	Antique Show; Cooking School	Green Showhouse; NKBA K&B; Loft Tour	Breakfast at Tiffany's and HBA Remodeling Guide		23,000	9	\$3,671	stlouishomesmag.com		x
Triangle Home Improvement	Brick/Concrete/Stone	Home Exteriors	Home Entertainment	Annual Kitchen & Bath Planner	35,000	13	\$1,568	homeimprovementmag.com	x	
Twin Cities Home Improvement	Brick/Concrete/Stone	Home Exteriors	Home Entertainment	Annual Kitchen & Bath Planner	40,000	13	\$2,800	homeimprovementmag.com	x	
TOTAL					809,000	233	\$76,887	*Rates are Net		

NCI National Network rates print NET

Rates are for 4/c full pages

home magNET	21 titles	\$57,665	Circulation 809,000	Readership 3,640,500
Home Improvement Titles (HI)	12 titles	\$24,709	Circulation 505,000	Readership 2,272,500
Homes & Lifestyle Collection (H&L)	9 titles	\$36,801	Circulation 304,000	Readership 1,368,000

NCI National Network rates online NET

Portfolio (5 pages & pix)	Annual	\$20,000	21 Markets
E-Newsletter sponsorship	Monthly	\$3,000	9 H&L titles
ROS/E-newsletter combo	Monthly	\$8,000	21 Markets



NCI is the largest publisher of local home design and home improvement magazines and Web sites. NCI's **home magNET** is a family of 21 full-color, national quality, glossy magazines and local web sites helping affluent consumers recreate their living spaces into their dream homes. With distribution in over 21 key markets across the country the **home magNET** delivers 3.6+ million readers who are actively seeking home products, services and professionals.



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why NCI's home magNET?

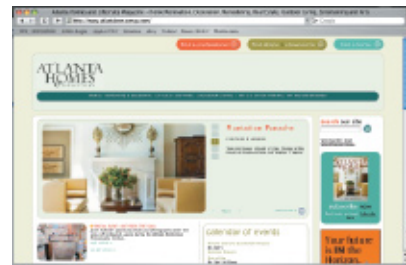
We deliver over 3,600,000 home enthusiasts. **home magNET ranks #1** among all MRI measured national home service magazines for **delivering the upscale home improvement market** which represent more than **\$300 billion in annual purchasing power.**



home magNET offers national marketers the power, **quality**, and audience reach of a **national brand** with the **benefits** associated with **local actionable media**. Why local? Consumers read national magazines for ideas, but **when they are ready to buy, they purchase locally!**

home magNET provides **integrated marketing opportunities** through our local **print**, and over 100 local **events**, and local **online**. 61% of consumers looking at products online go on to make purchases at local retailers*. **home magNET's** Web sites prominently promote the local showrooms, distributors and professionals they need to enhance their homes.

*information provided by the Home Improvement Research Institute Online Study



home magNET combines powerful consumer marketing opportunities with the chance to **influence the local contractor, designer and distributor/dealer marketplace**. We are active local partners of **NARI, NKBA, ASID, NAHB**, scores of local home shows and countless other local events that target the powerful remodeling and design community.

