

Coming this Fall

# home design

Coming this fall from Rhode Island Monthly Communications, Inc., is the second edition of our annual **home design** magazine. It is a beautiful, informative, high-quality, four-color glossy magazine and resource guide for homeowners in the **Rhode Island and Southeastern Massachusetts area**.

**home design** is filled with ideas to inspire our readers — local homeowners with discretionary spending dollars — to invest in products and services that will add beauty and value to their homes. The magazine features homes and accessories in a variety of styles and budgets.

#### Focus on local resources and products

The magazine utilizes local resources and products to highlight superior design, interiors, home furnishings, landscape design and accessories in our region.

#### Content includes:

- ◆ inspiring interior design ideas featuring stunning photography from inside some of our region's most beautiful and unique homes
- ◆ home remodeling advice and trends
- ◆ the latest trends in home accessories available at local shops and showrooms
- ◆ tips from local professionals
- ◆ real estate advice from area professionals— from selling a home to staging tips
- ◆ profiles of locally owned home-related businesses
- ◆ **plus**, a home resource guide, home design marketplace and more.



Rhode Island  
MONTHLY  
COMMUNICATIONS

## Partnership Packages

In addition to providing our readers with a great magazine, we strive to **maximize the benefits to our advertisers by offering Partnership Packages.\*** These packages give our advertising partners an opportunity to have their products, services and know-how showcased within the content of the publication, provided that they fit within the content parameters, and meet the criteria set by the publication's editors and art directors. **See the Partnership Package examples below and on the opposite page.**

This combination of advertising and editorial coverage has been effective in driving increased sales for our clients. **See a sampling of their testimonials on the back cover of this brochure.**

## Grow your business by reaching a targeted, affluent readership year-round

**1** home design will be mailed to **Rhode Island Monthly's valued subscribers as a special premium gift.** This is a targeted audience of affluent, educated consumers and homeowners:

- ◆ 93% are homeowners
- ◆ their average household income is \$172,750
- ◆ their average household net worth is over \$1 million
- ◆ 63% are women
- ◆ more than half plan to remodel or renovate in the next twelve months.
- ◆ they spent an average of \$27,700 on home remodeling/ decorating in the past year.
- ◆ they are seven times more likely to own a second home.

SOURCE: Ipsos Mendelsohn subscriber study, October 2008 and CVC 2010

**2** home design will also be mailed to area **architects and designers.** These professionals play an integral role in their client's decisions regarding the products and services they purchase.

**3** To further extend the readership of the publication and to maximize the visibility of your message, **home design** will be available in the waiting rooms of most **medical and professional offices, as well as beauty salons,** throughout the region.

**4** home design will be **distributed via our valued advertisers** as a gift to their customers.

**5** **New for this year, home design** will be **distributed on newsstands.** Distribution will also be at **home and garden shows,** which are attended by area residents looking to invest in their homes.

**6** home design will also be **available to order online at RIMonthly.com.**

More than 40,000 copies of **home design** will be distributed to these very targeted households — **your most likely and most profitable customers.**

**Total Estimated Year-Round Readership: 120,000+**

### SAMPLE PARTNERSHIP PACKAGE ONE: PROFILE AND ADVERTISEMENT SPREAD

**design portfolio | what's in store**

**Find Your Decor Style**  
*(Concepts including Palmer House and other vintage home decor at art at their Wickford gallery)*  
 BY DIANE M. STRETT  
 PHOTOGRAPHER: SYLVIA BEE

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**10 HOME DESIGN 2011**

### SAMPLE PARTNERSHIP PACKAGES TWO & THREE: EDITORIAL INCLUSION (below) AND PRODUCT PLACEMENT (right)

**design portfolio | kitchen design tips**

**Getting Started**  
 The more you can visualize your ideal kitchen, the more you'll love your new one. Start with a clear picture of what you want. Write down your goals and priorities. Then, consult with a professional kitchen designer to help you bring your vision to life.

**Bring pictures.** It's important to spend a lot of time looking at magazines, or even, at your friend's house. Collect pictures of kitchens you like because there's always a connection. You may not realize it, but you're trained to do it.

**Trends can be informative but don't be ruled by them.** For example, right now you're seeing a lot of white cabinetry, which is a sign of a clean, minimalist style. However, a splash of color or a statement piece can be a combination of modern and classic. And that's great if you like the look, but it's also okay if you don't. Talk to your designer to help you find your style, fit your kitchen.

**Go Pro**  
 Kitchen designers can help you navigate all of the decisions to be made.

**Find a designer you can relate to.** It's a lot easier and a lot less expensive to make changes or repair than on the job site, so be sure you're comfortable working closely around with your kitchen designer and happy with the design before you under contract, unless you're a fan of Gamble, Kitchens & Baths.

**Design**  
 There are so many ways to design a kitchen as there are cooks. There are some helpful rules of thumb that can improve the process. From Anne Anderson of Apex Kitchens.

**Start with a wish list and split it into must-haves and nice-to-haves.** List everything that you might possibly want — it's easier to take things out than to budget or space. Then your designer can offer different options.

**Take appliances early.** The cooking, oven, refrigerator and dishwasher are

**Ideas for the Heart of your Home**  
 You spend more time in the kitchen than any other room. But if you make it beautiful while keeping it functional, it's functional for your family. Top kitchen design experts share their secrets. BY DIANE M. STRETT

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SAMPLE PARTNERSHIP PACKAGE ONE: PROFILE AND ADVERTISEMENT SPREAD

design portfolio | master craftsman

Marrying Beauty and Strength

Relying on best practices and materials, a new Prairie style home with a New England twist is ready to meet the elements and the owner's expectations.

BY DIANE M. STREIBT PHOTOGRAPHY BY ROBERT STRAWSER, WARREN JAGGER PHOTOGRAPHY

ON BUILDING THEIR NEW Little Company waterfront home, Wilkie and Andrew Laferriere turned to their previous architect, New Mexico-based Mark Hagedorn. He created an ambitious design characterized by clean lines, simple design and fine finish work.

Looking for a builder capable of executing his vision to exacting specifications, he chose Roger Wilkie, Jr. Builder became what was the first of many.

"He almost every construction site I've ever seen," Hagedorn says. "The choice of builder was important because we were building on a steep hillside."

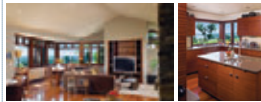
"Everything shows. There are no hidden areas. Discrepancies occur the more you see. It's important to be able to see the progress as you go."

"If you see the masonry it's really completed in a way that you can't see it in progress," Wilkie explains.

"The entire house was built with meticulous attention to detail, even the structural framing is accommodated a cathedral ceiling in every room. To achieve the open office and maintain integrity, Wilkie and an structural engineer



Most of the stone used in the landscape walls and fireplace was salvaged from existing stone walls "found" on the foundation of the original home.



chose to frame the house with a traditional masonry wall. And not only is the masonry but fireplace a central focal point, but it's also built in steel to carry the central load of the house.

"Knowing what materials and techniques are available to you, knowing when to call in someone such as structural engineer, shows an attention to detail that will make a home last for the generation. And that's what we build here."

built homes," says Wilkie, who brings three decades of experience to every project.

"I find Roger consistent in his insistence to execute every aspect of a construction project in the highest possible quality, using the best possible solutions. My clients will have more respect for anyone in their beautiful home," Hagedorn says.

"The Laferriere home is also a work of art. Inside, decorative windows deliver daylight from every direction, dramatically highlighting the wood grain and natural materials. The windows show the fireplace and the cabinetry in Mahogany veneer with drop capes that were finished and sanded to match on the granite line up.

"This is what gives the dramatic appearance of one complete tree unrolled like wallpaper," Wilkie explains.

Outside, materials were chosen not only for beauty but for durability in the harsh seaside climate, including red cedar shingles and a copper roof. "Choosing quality materials is a very important aspect that helps ensure the best results," Wilkie says.

Choosing a quality builder is another important aspect—the ability of a Master builder can make an ordinary home into an extraordinary home. Wilkie offers three reasons why quality counts.

**1. Cutting corners costs you more in the long run.** "A home's facade can hold a lot of interest, but problems pop up as you go by, whether it's the framing, the window installation, the finishing system. Especially in a coastal area, if things are done improperly it will show up down the road."

**2. You'll get a better product.** "A good builder can give you a product that will be problematic down the road, for instance, a window that is badly manufactured. Because we build windows, we know there are a lot of things that we have to understand of what to look for in a manufacturer's work."

**3. You'll have a smoother process when you use a builder that knows how to do all the building processes from start to finish.** "For example, when we're framing, we know how to do all the details necessary to accommodate interior finishes, so we know exactly where everything has to go. There's never a surprise."

Roger Wilkie, Jr. Builder, 258 Park Rd., Westport, MA 02886, roger@wilkie.com



ROGER WILKIE, JR. BUILDER, INC.  
Roger Wilkie is the most quality driven, detail oriented builder I have worked with in 30 years of creating. He is a dedicated master builder. For a client who needs a high level of care, attention, thoroughness and timely completion a project, he is the top choice. DONALD S. FROSTEN, MA

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Value Added Benefits

**FREE** | All advertisers are offered free standard ad design assistance, including one photo scan. Additional design and scans are available for a nominal fee. Logos and images/artwork to be provided by advertisers.

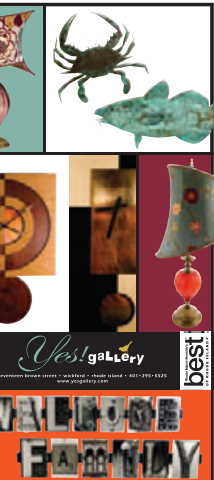
**FREE** | All advertisers are included in "home design sources," the magazine's resource directory of home design services.

**FREE** | All advertisers will benefit from having their ads appear in the digital edition of **home design** magazine, which is posted on our dedicated website all year. This site is linked from **RIMonthly.com**, which receives an average of 31,000 unique users each month.

**FREE** | All advertisers will have their digital edition ad link to their website, if applicable.

**FREE** | All advertisers are invited to provide additional high quality product images that they may have on hand. While we do not guarantee they will be included, our art director will strive to utilize images provided by advertisers where possible, if the images meet the quality and resolution required. Photo captions will include advertisers' names and contact information.

Annual advertisers in **Rhode Island Monthly** magazine: See your account executive regarding a special rate incentive for placing an ad in **home design**, in addition to your **Rhode Island Monthly 12x** advertising schedule.



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your biggest space commitments. Near the beginning of the process, your design will need to be based on your preferences—such as where you sit and how you view a one piece wall.

design portfolio | accents

Decorating with Style

Jonathan Adler's Bold Style icon and partner Jonathan Adler practices the high-level standards in Pottery Barn's design philosophy. He is a non-profit organization that supports the arts and design.

Jonathan Adler, Pottery Barn, 228 Westminster St., Providence, RI 02903, jonathan@potterybarn.com, see ad page 6.



Violence Tea Furniture Collection. These custom made upholstery with the much anticipated launch of the fabric designer's furniture collection. Her subtle and sophisticated pieces are elegant and understated. Best of all, their comfort, quality construction and affordable price point make them a natural fit. **HomeStyle**, 229 Westminster St., Providence, 02910, home@potterybarn.com, see ad page 6.



Custom Upholstery and Beige Family owned upholstery and drapery shops including a colorful rug gallery. **Shane and Daniel Interiors**, 385 Main St., Westport, 02870, shane@shaneanddaniel.com, see ad page 101.



Chandeliers. Buy an original chandelier but there are some 5000. **HomeDecorators.com**, and her partner, **HomeDecorators.com**, 228 Westminster St., Providence, 02910, info@homedecorators.com, see ad page 7.

CURRENT TRENDS

INTERIOR DESIGN

Decorating with trend starts with good design and design that has your own personality. It's not just about the design it's about the lifestyle. Think of all the things that make a home a home. It's not just about the design it's about the lifestyle. Think of all the things that make a home a home.

**Back to basics.** People are going back to classic combinations of black and white. Classic grey and cream. Think of all the things that make a home a home. It's not just about the design it's about the lifestyle. Think of all the things that make a home a home.

**Less is more!** The design of color right now is just a neutral, simple, elegant, serene, and how often you like to change things. If you want to do it and have the time, go for bigger things like drapery. If you're someone who is following trends from season to season, better to do something new to change the pillows, table linens, or an area rug.

**Reinvent traditional patterns.** Discover a new traditional pattern. Think you might see the same pattern but now it's more bold, more integrated in an open modern print. In textiles or wall coverings, it's there in a subtle, more elegant way, so you're not in line as opposed to a high volume of color.

**Velvet and animal prints are hot.** But now the animal prints are more authentic, when a look more like the look of an animal. That's not to say that velvet is still used as a trend because it does well as a neutral pattern.

**A lot of specks.** It could be an embellishment of beads, perhaps a little bit of beading or sequins. Or it could come from a bowl, a vase, a mirrored piece of furniture, or from a trend.

228 Westminster Street, Providence, 02910, info@homedecorators.com, see ad page 7.

Bring your imagination with you!



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\*While input will be sought from our advertising partners for our Partnership Packages, the publication's editors and art directors will maintain control over the content, design and layout to ensure continuity, consistency and integrity of the publication's overall design and themes.

## home design advertiser testimonials

“ I thought you'd like to know that my ad in *Home Design* has worked! I already have a nice job (that paid for my ad)... a new customer...in a new area of the state—Cranston! Thank you for being so (gently) persistent.  
— Bess Walker, Walker Interiors

*Home Design* was in the hands of some very competent and talented people who knew what they were doing, it was obvious they loved their work, and in the end our firm selfishly took all the credit. It has been a wonderful experience that Rhode Island Monthly Communications has given us. Everyone from the marketing staff, design team, the writers, the photographers, the stylist and support staff to the publisher really made us feel at home.  
— Paul A. Azzinaro, R.A., Azzinaro, Larson, A.I.A., Architects Inc., Principal

The entire process was very smooth and handled with great professionalism by your entire staff. Thanks again for doing a great job featuring *The Residences Providence*. — Ralph Izzi, The Procaccianti Group

Please accept my sincerest thanks and congratulations on the launch of the first edition of *Home Design*...we are thrilled with the quality of the book, the professionalism of your staff and especially our good fortune to have been selected for the cover. We have actually already signed on a new residential client as a direct result of our presence in the magazine. As a marketing director responsible for selecting where and how we advertise, I feel this is a huge success. — Peter Cafaro, Director of Marketing and Business Development, Judd Brown Designs, Inc. and Jefferson Group Architects, Inc.

I couldn't be happier with the *Home Design* publication that features my interior design work both at Chapel View as well as the Westin — they've done a wonderful job, and it's a terrific publication! — Reece Tormos, Designer, Allied Member, ASID, Instructor, RISD-CE, former Interior Designer at DC (Rhode Island Design Center)

*Home Design* is a beautiful and brilliantly designed magazine. The editorial style of our profile gave it a very personal feel and supported our credibility as a quality and unique business. We strongly believe that our two-page spread in *Home Design* was the single most effective piece of advertising that we invested in last year. ”  
— Julie Beebe, JW Graham/Yes! Gallery

## home design advertising deadlines

### DEADLINES

Ad Close:	August 1, 2011
Ad Materials Due:	August 8, 2011
Publication Date:	Fall 2011

## For more information about advertising options

For a **comprehensive presentation of advertising options**, please contact your *Rhode Island Monthly* account executive or Kieran Keating, associate publisher/sales, at [kkeating@rimonthly.com](mailto:kkeating@rimonthly.com) or 401-649-4888.

