



**LILLIAN AUGUST**  
home furnishings & interior design

Reserve space  
by contacting

WAINSCOT MEDIA

SUZANNE TRON  
212-756-5049

suzanne.tron@wainscotmedia.com

## CONNECTICUT'S DESIGN ENTHUSIASTS SHOP AT LILLIAN AUGUST AND (YOUR NAME HERE!)

Lillian August, the celebrated home furnishings and interior design retailer with five locations in Connecticut, is now preparing the premiere issue of **LILLIAN AUGUST**, a design and lifestyle magazine. Commemorating the company's 20th anniversary and mailing in October 2008, the issue will feature contributions from leading figures in the world of design. Crafted to the highest standards for luxury lifestyle magazines, **LILLIAN AUGUST** represents an exceptional opportunity for local marketers of luxury brands.

### Reach proven customers

Lillian August customers have a passion for living, a highly developed sense of style, and the means to satisfy both. Curious, confident, acquisitive and devoted to authentic 21st century luxury—a mix of sophistication and comfort, elegance and ease—these customers include high-net-worth individuals as well as influential members of the design trade.

This dual list of Lillian August's best customers defines the circulation of the magazine: wealthy consumers concentrated in the nation's wealthiest county (about 75 percent of readers) and the leading designers who represent them and shape their purchase patterns (about 25 percent of readers).

### Benefit from supportive content

The core content is home design, with treatments ranging from photographic spreads of inspiring interiors to travelogues about international design to coverage of the season's hottest products.

The magazine's interior design core is complemented

by features on other expressions of personal style, from luxury automobiles and yachts to fashion, jewelry, timepieces, wine, spirits, real estate and home entertaining—all of which provides a supportive environment for showcasing your brand through advertising.

Leading figures from the world of design will contribute to the pages of **LILLIAN AUGUST**. Local content, including personalities and events, adds to the value and immediacy of the magazine for its engaged readers. With its emphasis on shopping, collecting and connoisseurship, **LILLIAN AUGUST** is ultimately about helping readers satisfy their quest for the best.

### Ensure a perfect appearance

In keeping with the subject matter, **LILLIAN AUGUST** magazine is visually stunning. Heavy-weight premium paper is used for the interior pages, providing a luxurious hand and superb opacity. The magazine is curated with careful attention to the placement of advertisements and their reproduction, ensuring the best possible reflection of your brand.

# LILLIAN AUGUST

## 2008-2009 RATES

Rates are per insertion. All rates are for four colors. No charge for bleed.

| <b>Page Rates</b> | 1X      | 3X      |
|-------------------|---------|---------|
| Full Page         | \$2,560 | \$2,430 |
| 2-Page Spread     | \$4,840 | \$4,590 |

### Preferred Positions

|                                   |         |
|-----------------------------------|---------|
| Back Cover                        | \$3,990 |
| Inside Front Cover, Page 1 Spread | \$5,870 |
| Inside Back Cover                 | \$3,300 |
| Pages 2-and-3 Spread              | \$5,540 |
| Opposite Table of Contents        | \$3,100 |

### Closing Dates 2008-2009

#### Fall 2008 Issue

|                |              |
|----------------|--------------|
| Ad closing:    | September 16 |
| Materials due: | September 19 |

#### Spring 2009 Issue

|                |          |
|----------------|----------|
| Ad closing:    | March 18 |
| Materials due: | March 23 |

#### Fall 2009 Issue

|                |              |
|----------------|--------------|
| Ad closing:    | September 17 |
| Materials due: | September 21 |

**Cancellation:** Cancellations accepted with written notice if received 30 days prior to issue closing. Cancellations received less than 30 days prior to publication will be billed at the full rate.

**Late charge:** Advertisers will be charged \$50 for advertising materials received after the Materials Due date.

**Production charges:** For advertisements requiring reverses, strip-ins, typesetting or artwork, a \$200 charge will be billed to the advertiser at noncommissionable rates.

### COMMISSIONS AND BILLING POLICIES

**Agency commission:** Recognized advertising agencies qualify for a 15% agency commission on gross billings.

**Payment terms:** Payment terms are net 30 days from publication date. Advertiser or agency must pay any and all reasonable attorney fees if it becomes necessary to place any claims or funds with an attorney.

**Prepayment discount:** Advertisers who pay for their insertions at least 10 days prior to publication will qualify for a 3% prepayment discount.

**Short rates:** In the event that advertiser or agency breaches a volume or frequency contract, any rate discount will be nullified and advertiser and agency will be charged the difference between the rates charged and the rates applicable for the volume or space actually used, in accordance with applicable rate schedules. In such event, advertiser and agency must reimburse Publisher for the short rate within 10 days of Publisher's invoice. Advertiser will thereafter pay for advertising at the open rate or at the newly determined rate(s) as applicable.

**Rate changes:** Publisher reserves the right to revise advertising rates by providing 60 days' advance notice.

**Credit:** Contact Publisher for credit application. Prepayment required for all advertisers until credit has been established.

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# LILLIAN AUGUST

## ADVERTISING SPECIFICATIONS

### Ad sizes (w x h):

| SPACE                | BLEED ART     | BLEED TRIM     | NON-BLEED      |
|----------------------|---------------|----------------|----------------|
| <b>Full Page</b>     | 9.25"x11.125" | 9"x10.875"     | 8.375"x10.375" |
| <b>2-Page Spread</b> | 18.5"x11.125" | 18.25"x10.875" | 17.75"x10.375" |

**Magazine trim size:** 9" x 10.875"

**Safety:** 0.25" from trim and 0.375" from inside gutter. No text outside live area.

**Printing and binding process:** Web offset at 150 lines per inch; perfect bound with scored cover

**Paper stock:** 140# gloss coated cover; 80# gloss coated text.

**Material requirements:** LILLIAN AUGUST accepts digital files only. All digital files must be accompanied by one set of high-quality color proofs. Acceptable contract proofs include Kodak Approvals, Fuji Pictro or Veris, Epson Stylus Pro and Matchprint Digital Proof. For a list of additional SWOP-certified proofs, visit [www.swop.org](http://www.swop.org).

### Digital requirements:

- Create ads at 100% of final print size.
- Acceptable media are CD-R and DVD in either IBM or Mac format.
- Preferred file format is a "press ready" PDF. When distilling Postscript files, be sure all fonts are embedded and set your Distiller job options to the "press" setting. PDF files saved directly from InDesign also should use the "press" job option.
- If sending a flattened or locked file, such as a PDF, be aware that any changes are subject to additional production costs.
- LILLIAN AUGUST accepts files created using Adobe InDesign, Illustrator and Photoshop, as well as QuarkXPress. When

submitting a QuarkXPress document, please also include a "press-ready" PDF.

- All printer and screen fonts must be included.
- Acceptable graphic file formats are PDF, Photoshop Tiff, or EPS. Flatten all layered Photoshop files and outline fonts on Illustrator files. Do not compress with LZW encoding.
- All graphics must be saved as CMYK. Otherwise, RGB color will be converted to CMYK for printing, and the advertiser will be charged \$50 for file conversion.
- Image resolution must be a minimum of 300 dpi. Line art must be set to a minimum of 1200 dpi.
- For proper trapping in the computer-to-plate process, all image backgrounds must be set to "NONE."
- Unless special ordering an additional color, all spot and Pantone-specified colors should be converted to CMYK color.

## GENERAL INFORMATION

**Copy restrictions:** Publisher reserves the right, at its absolute discretion and at any time, to reject advertising materials.

**Content responsibility:** Advertisers are solely responsible for the content of their advertisements placed and printed. Publisher accepts no responsibility for typographical errors. Advertiser hereby indemnifies publisher against any claims relating to unauthorized use of content or art.

**Position guarantees:** Position is guaranteed for covers, first two spreads, and opposite table of contents only.

**Shipping:** Space contracts, insertion orders, camera-ready copy and proofs should be addressed to:  
Advertising Department, Wainscot Media  
110 Summit Avenue, Montvale, NJ 07645, 201.505.5899  
e-mail: [thomas.ragusa@wainscotmedia.com](mailto:thomas.ragusa@wainscotmedia.com)

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# LILLIAN AUGUST

## INSERTION ORDER

**Issue Dates:**  Fall 2008  
 Spring 2009  
 Fall 2009

**Size:**  Full Page  Spread

**Rate/Frequency:**  1X  3X

**Order Date:**

**Customer:**

Address:

Contact:

Phone:

Fax:

E-mail:

Website address:

**Agency** (if applicable):

Address:

Contact:

Phone:

Fax:

E-mail:

**Position requested:**

Client Signature

Date

AE Signature

Date

**Per issue**

**Gross ad rate**

Frequency discount

—

**Subtotal**

=

Agency commission

—

**Subtotal**

=

Production charges (if applicable)

+

**Subtotal**

=

Pre-payment discount

—

**Total net rate**

=

**Bill to:**  Customer  Agency

**Billing comments:**

Credit application

Credit card  Check

**Billing preference:**

**INITIALS** Billing, net 30. All payments past due 15 days will automatically be charged to the credit card listed below. Your Initials are required.

**INITIALS** Automatically charge my credit card. Your initials are required.

**Credit card type:**

**Card number:**

**Card verification #:**

**Cardholder name:**

**Billing address:**

**City, State & Zip:**

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**Please fax the signed contract to 240-269-7395.**