



LILLIAN AUGUST
home furnishings & interior design

Reserve space
by contacting

WAINSCOT MEDIA

SUZANNE TRON
212-756-5049
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LOREN ARETHAS
212-756-5226
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INTRODUCING LILLIAN AUGUST AN ENDURING PUBLICATION FOR CONNECTICUT'S DESIGN ENTHUSIASTS

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 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 ultra-affluent 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.

Page Rates	1X	3X
Full Page	\$3,250	\$2,900
2-Page Spread	\$6,000	\$5,350

Preferred Positions

Back Cover	\$4,300
Inside Front Cover, Page 1 Spread	\$6,650
Inside Back Cover	\$3,700
Pages 2-and-3 Spread	\$6,500
Opposite Table of Contents	\$3,600

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
Full Page	9.25"x11.125"	9"x10.875"	8.375"x10.375"
2-Page Spread	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.

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

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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 Merchant Credit to Lillian August

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.