

SAN DIEGO At Home™

07

Your home and lifestyle magazine featuring the area's hottest trends in design, building and remodeling: From entertaining to home furnishings, classic lighting to outdoor décor, we're delivering the magazine home enthusiasts have been waiting for.

DISTRIBUTION

(70,000 copies)

The publication is polybagged with *San Diego Magazine* on all newsstands and mailed to all *San Diego Magazine* subscribers.

20,000 copies are direct-mailed to recent movers in San Diego County, *San Diego Magazine* VIP advertiser lists and San Diego subscribers of *Robb Report*, *Robb Report Luxury Home*, *Worth*, *ShowBoats International* and Southern California subscribers to *Dwell*.

5,000 copies are distributed at select home shows and events.

1,000 copies are distributed to select home stores in San Diego County.

AT A GLANCE

396,100 readers (Media Audit, January-March 2005)

\$189,400 average household income

\$1,179,500 average household net worth

87.4% home ownership

92.5% college educated

84.1% read the last four out of four issues

21.4% plan on decorating / redecorating in the next 12 months

27.8% plan on remodeling in the next 12 months

23.6% will purchase furniture in the next 12 months

DEADLINES

(space and material)

February 1.9.07

April 3.6.07

June 5.1.07

August 6.28.07

October 8.30.07

December 11.6.07

CONTACT

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SAN DIEGO *At*Home™

2007 PLANNING CALENDAR

features

FEBRUARY

HIGH & DRY DESERT & MOUNTAIN LIVING

COLOR CHART:

Designers tell us their favorite room colors.

HOME BASE:

An Alpine home theater where Padres and Chargers players hang out.

DESIGNER SPOTLIGHT:

A desert home where it's always haute.

THE HUBBELL & HUBBELL EXPERIENCE:

The Jamul residence of artists Jan and Sherry Beaton.

THE OTHER SIDE OF WINTER:

A family's retreat in the mountains.

Space Reservation: Tuesday, 1.9.07

Art Deadline: Thursday, 1.11.07

APRIL

GREEN LIVING/PRODUCTS/REMODELING

NEW & OLD:

The Adobe, the original green home. And a forward-thinking architect takes up the challenge of going green.

GREEN—THE NEW BLACK:

A new generation starts a revolution, one sustainable product at a time.

CAN FURNITURE BE GREEN?

Earth-friendly furniture deciphered.

COOL POOLS GO SOLAR:

How to have a sun-warmed pool.

Space Reservation: Tuesday, 3.6.07

Art Deadline: Thursday, 3.8.07

JUNE

MAKING A SPLASH

WHAT'S IN STORE:

Everett Stunz' new showroom.

SUMMER BLUES:

Decorating with inspiration from the sea and sky.

IN THE SWIM:

Outstanding pool and patio design.

POOL PARTY:

Summer entertaining, San Diego style—great food, ocean breezes and friends at a spectacular home.

SOLITUDE:

Serene baths and clever solutions for clutter.

Space Reservation: Tuesday, 5.1.07

Art Deadline: Thursday, 5.3.07



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AUGUST

MODERN & ECLECTIC

THE ULTIMATE GUIDE TO SURFACES:

From laminate to lava stone.

DAY-TRIPPER:

Design destination Girard Avenue in La Jolla.

SOMETHING'S COOKING:

A chef's kitchen.

CASA DEL SOL:

Creating beach-themed décor, with luminous seashell colors, ocean hues, crisp furniture and found objects.

LUCKY STARS:

Romantic outdoor rooms.

Space Reservation: Thursday, 6.28.07

Art Deadline: Monday, 7.2.07

OCTOBER

DOWNTOWN CONDOS & LOFTS

ROOMS AT THE TOP:

Downtown movers and shakers in their favorite rooms.

SCALE DOWN:

Interior designers make the most of small spaces.

HOT BLOCKS:

Hot addresses and the design features that set them apart.

IF LIFE WERE A GERSHWIN TUNE:

At a Park Laurel condo, an elegant terrace overlooking downtown is the perfect setting for highballs and piano melodies.

FILM NOIR:

Black and white take center stage.

Space Reservation: Thursday, 8.30.07

Art Deadline: Monday, 9.3.07

DECEMBER

DESIGN THROUGH THE AGES

IN THEIR 20s:

Lofty Aspirations ...

30s: *Beyond Picket Fences ...*

40s: *Growing Sophisticated ...*

50s: *Wisdom Goes Wild.*

THE GIFT GUIDE:

Designer decorating tips for the season.

ALONG THE BOULEVARD:

The evolving architecture of Park Boulevard, a window onto California architecture.

HOLIDAY CHEER:

At a home steeped in tradition, friends get together over wine and cheese.

ALL THINGS EASTERN:

Asian furnishings—why this market is so hot.

Space Reservation: Tuesday, 11.6.07

Art Deadline: Thursday, 11.8.07

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