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Design for Living

The Magazine of Design and Inspiration for the Affluent Homeowner

With glorious photography and engaging articles on innovative architecture, intriguing design, and the latest in home decor, *Design for Living* is a must-read. The magazine showcases unique homes that embody Northern California's casual yet sophisticated design style. From a charming city pied-à-terre to a rustic country getaway, affluent Bay Area homeowners find inspiration in the pages of *Design for Living*.



Architecture Well-established and pioneering architects and designers alike display their talents and their latest masterpieces for the discerning readers of *Design for Living*.

Interior Design Restaurants, designer showcases, and private residences spotlight the latest decor, colors, materials, and products as *Design for Living* gives readers the inside story.

Home Style and Trends Form and function shine equally in *Design for Living's* hot finds for gracious and interesting decor, featuring the newest must-have appliances, furniture, accessories, lighting, and tableware.

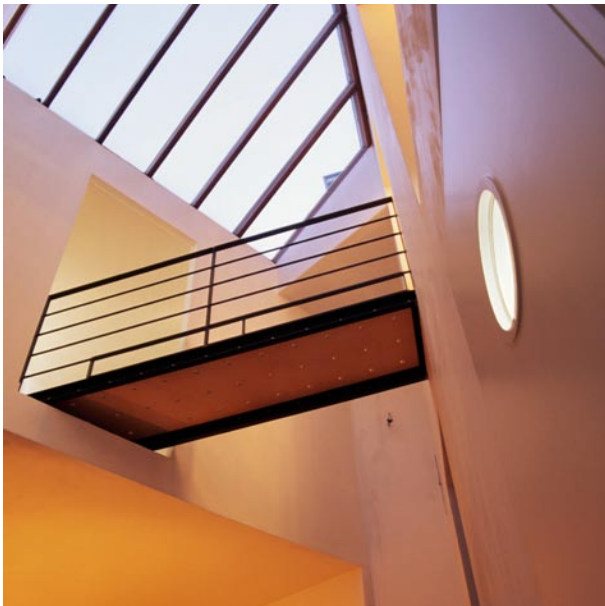
Eco Living Saving the planet begins at home. *Design for Living* covers advances in eco-friendly building, from new construction standards to solar power, recycled materials, and energy-trimming devices.

Travel by Design From Paris to Hong Kong to New Orleans, *Design for Living* takes its sophisticated, well-traveled readers to visit striking design achievements in far-flung destinations.

Resources *Design for Living's* professional tips, resource listings, and examples of the latest in home renovation and landscape design provide an A to Z how-to guide for home improvement enthusiasts everywhere.

2009 Design for Living magazine Celebrates Fine Living

Design inspiration. Home style. Architecture. Every issue of *Design for Living* magazine features design-sophisticated content on trends, products, and ideas for enhancing life, both indoors and out. *Design for Living's* multi-tiered distribution model targets affluent homeowners in Alameda, Contra Costa, Napa, and Solano counties, as well as in the cities of Atherton and Woodside. Over 22,000 copies are mailed to homes worth more than \$1 million, representing homeowners with refined purchasing habits that include remodeling (35%), home decor (76%), and luxury amenities like home theaters (39%) and landscaping (13%).†



For more information, contact your Diablo Publications account executive at (925) 943-1111.

Distribution

Circulation, semiannual	28,000
Mailed to \$1 million-plus homes	22,275
Newsstands	2,500
Trade (AIA, ASID, San Francisco Design Center, etc.)	1,000
Retail locations & design events	2,225

Mailed copies

Homes worth \$1 million-plus	22,275
Alameda County	9,171
Contra Costa County	8,358
Napa and Solano counties	1,689
Atherton	1,937
Woodside & Redwood City	1,120

Deadlines

Spring 2009 space deadline	February 27, 2009
Last day production materials due	March 6, 2009
Last day camera-ready materials due	March 13, 2009
In homes /on newsstands	April 2009
Fall 2009 space deadline	August 28, 2009
Last day production materials due	September 4, 2009
Last day camera-ready materials due	September 11, 2009
In homes /on newsstands	October 2009

Added Value for Advertisers

Post a 25-word company description on www.designforlivingmag.com with a hotlink.



Diablo Publications: *Diablo* magazine | *Design for Living* magazine | *Napa Sonoma* magazine | *Diablo Arts* magazine | *Concierge* visitors guides | *Destination Oakland* visitors guide | *Tri-Valley, California Visitors Guide* | Custom Publishing

Design for Living magazine • 2520 Camino Diablo • Walnut Creek, CA 94597 • (925) 943-1111 • Fax (925) 943-1045 • www.diablog.com

Design for Living magazine Demographics

Design for Living reaches the Bay Area's affluent homeowners. Selected for their over-the-top income, spectacular net worth, and luxury residences, *Design for Living* readers enjoy sophisticated lifestyles and spare no expense when searching for quality products and services.



Reach the highest value luxury homes

Own homes valued more than \$1,000,000	100%
Own homes valued more than \$3,000,000	83%
Own homes valued more than \$4,000,000	53%
Own homes valued more than \$5,000,000	17%

Reach the most affluent readers

Design for Living magazine readers earn more than their zip code's average household income.

96% of *Design for Living* magazine readers have a net worth at least twice that of their zip code's household average.

48% have three times the average net worth

19% have four times the average net worth

21% earn double the average household income

Source Claritas April 2007 market data; averages are based upon *Design for Living* magazine mailed residence copies and compared to averages of their respective zip codes.

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