

CONNECTICUT'S Better Home Show

BETTER HOMES / BEAUTIFUL GARDENS / BETTER LIVING
MAGAZINE

CONNECTICUT'S PREMIER
HOME, GARDEN &
BETTER LIVING SHOW

APRIL 29-30, 2017

Webster Bank Arena
Bridgeport, Connecticut

SHOW
ISSUE



**ENERGY
EFFICIENT HOMES**
IT'S EASIER AND CHEAPER
THAN YOU THINK



**SPRING
FLOWER GUIDE**
GARDENING TIPS
FROM THE PROS



**DISCOVER THE
BEST LOCAL FOOD**
TOP FAIRFIELD COUNTY
RESTAURANTS

ADVERTISE WITH US.

CONNECTICUT'S PREMIER HOME, GARDEN & BETTER LIVING MAGAZINE

ON SALE

- **SPRING ISSUE**
April 1, 2017
- **SUMMER ISSUE**
June 15, 2017
- **FALL ISSUE**
September 10, 2017

Direct mailed and distributed to over 10,000 homes throughout Fairfield County.

IN THIS ISSUE

- Energy Efficient Building & Remodeling
- Spotlight on Interior Design
- Kitchen Makeovers
- Garden Architecture for Spring
- Spring Flower Guide
- Top Fairfield County Restaurants

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TOP FAIRFIELD COUNTY RESTAURANTS

SHOW ISSUE

CONTACT

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www.CTBetterMag.com

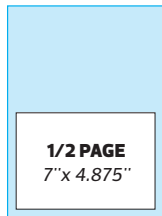
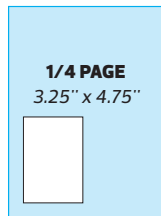
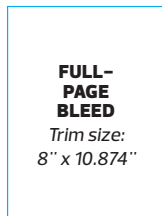
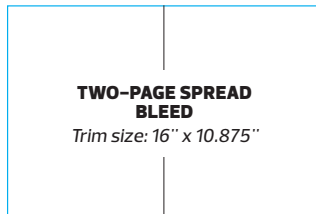
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2017 AD SPECIFICATIONS



→ Keep critical content 3/8" or more from trim and gutter.

→ Add 1/8" on all sides for bleed ads.

PRINT

SIZES	WIDTH	HEIGHT
Spread 1/8" bleed on all sides	16.25"	11.125"
Full Page 1/8" bleed on all sides	8.25"	11.125"
1/2 Page	7"	4.875"
1/4 Page	3.25"	4.75"

* Call for premium placement prices

DATES

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2017 ISSUE**
On Sale:
April 1, 2017

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On Sale:
June 15, 2017

**FALL
2017 ISSUE**
On Sale:
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PRINTING PROCESS: Web offset

BINDING PROCESS: Perfect bound

REQUIRED AD MATERIAL

File Info: 300 dpi PDF files created to PDF/X-1a settings strongly preferred

Ad Sizes: Please adhere to *Connecticut's Better Home Show* size requirements when building your ad files.

Fonts: All fonts must be embedded in the file.

Safety Area: On all ads with bleeds, keep critical content 3/8" or more from the trim and gutter.

Knockout type: You must make sure your font size and thickness is sufficient for

type that is knocking out of image and colors.

Black type: Should always be set to 100K (100K, 40C for rich black) and set to overprint.

Coloration: All color data must be CMYK. The file should not contain any RGB, LAB, etc... Maximum combined density must not exceed 290%. Material should be prepared to SWOP (Specifications for Web Offset Publications) standards.

PROOFS

If you provide a hard proof, it must be made to SWOP standards from an industry recognized proofing system. Laser printouts will be used to confirm

content integrity only, and will not be accepted as proofs for color.

EMAIL

Files up to 10MB can be emailed to brian@showmgmtassoc.com (large files should be zipped).

CONTACT

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