

# Green Home & Family

a light+green lifestyle publication

Media Kit 2008



Reaching  
The Modern  
**LIGHT+GREEN**  
Family

## Resources for Consumers that Buy With Conscience

Green Home and Family Magazine represents the good life, well-lived for families in Ventura and L.A. Counties as well as the beach communities in and around Malibu. We represent the move beyond the typical family magazine by refusing to compromise in our commitment to a "light+green" life that is reflective of the community.

# Light + Green

Live within a lighter environmental footprint in a way  
that's easy to incorporate into daily life

[www.greenhomeandfamily.com](http://www.greenhomeandfamily.com)



**1676.39 LBS**  
THE AMOUNT OF  
CARBON  
EMISSIONS  
SAVED BY OUR  
OFFICE.

## The History

After selling Ventura County Parent Magazine in 2005. Editor and Publisher, Hillary Jiler took a break. After 8 years of helping to raise the awareness of parents in Ventura County it was her time to raise her own children. "I hiked to the water tower in Agoura when I was growing-up around here, but did I take the time to look down at the view? No, but Now I do!", says Hillary. "It is so beautiful around our communities, I just wanted to do something to make sure that my kids and their kids would be able to enjoy the same sights. I really wanted to be the mom that makes her own granola and remembers to bring her own cloth bags to the supermarket, but to tell the truth, sometimes just remembering what day I drive carpool, can be taxing! So I do what I can, and I try." That is the idea behind Green Home and Family, to try to help families do a little bit more for the Earth. Maybe you have time to compost, GREAT and maybe you are just proud of yourself for remembering to throw your paper plate in the recycle container. It doesn't matter to us, but what does matter is your intent and desire to make a change. Green Home and Family will show you how to save money, where to find the coolest sustainable items and how to reduce your carbon footprint one day at a time.

## Who We Are

Green Home and Family knows that our audience cares about how their purchasing decisions affect the environment and the people that have touched their products. Yet, they also want to live according to a modern aesthetic. And so do we. We walk the walk and operate a light+green office. The Magazine is printed on recycled paper and with soy inks. We strive to be as carbon neutral as possible. Eventually (and hopefully sooner than later), everything will be made from recycled paper or other eco-friendly materials. But until then, we can still do something to make the world greener. With Eco-Libris we plant trees to offset our paper use and we also offset almost 100% of the carbon emissions from our publishing of this magazine through the Carbonfund. Through our strategic partnerships and support of these organizations, we attempt to lessen the environmental mark that we make on our community.





# Targeted To Capture a Light+Green Audience

## ECO FASHION

Finding stylish clothing and accessories is no longer a difficult task with our fashion specific monthly article. Past issues have covered:

- How Green are Your Jeans
- Local Fashion Finds
- Haute Couture and Eco Aware



## KID PICKS



Assisting local families in making the right product choices is something we take seriously. Each month we focus on the fun and function of light+green. Past issues have covered:

- Toys for Your Tots
- Clothing that Makes a Statement
- Lunch Box Bonanza

## HEALTH AND BEAUTY

Finding the green in the health and beauty industry is easy. Making sense of it, is why our readers turn to Green Home and Family. We have covered:

- Local Fund Raising that Heals
- Jewelry Doing Double Duty for Your Health
- Confronting Your Teens Naturally



# ECO HOME



Home is ground-zero for the light+green explosion. We help navigate the changes for our readers with great tips like these each month.

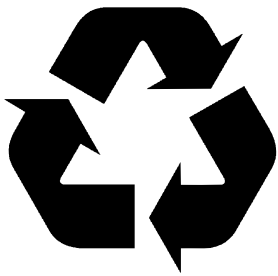
- Pre-Fab How Fab!
- Greening Your Indoor Decor
- Finding Your Next Green Appliance

## GREEN ON THE GO

Our Local Mom attends events with her kids in an attempt to illustrate how easy becoming green can be for our readers. Each month she covers local happenings and serves as a community resource for all that is light+green.



## DONE WITH IT?



This special section addresses what to do with what you are done with. Each month we give readers easy solutions to un-clutter their lives in a green and ethically clean way. We cover local and simple solutions for disposing of Prom Dresses, Clothing, Electronic Waste, Cell Phones, batteries and more

## GREENSOURCES



Our listings for just about everything green is the perfect spot for readers to resource when they are making purchases. Our guide is updated monthly and serves as a "phone book" for the local community.



# Why should I advertise in a “light+green” magazine?

## Readership

Our audience is devoted to leading a healthy lifestyle, weaving convenience and environmental awareness into purchasing decisions. They choose their brands and information sources carefully – and we stand behind them. Our readers are:



- Opinion leaders who advise friends and family.
- Conscious consumers who have the means to make purchasing decisions with their hearts. 84% are willing to pay more for products that are environmentally friendly or socially responsible.

With a broad range of content – including healthy living & eating, environmental, personal development and health & wellness topics – Green Home and Family reaches a diverse audience of busy moms, local professionals, tech-savvy consumers and affluent couples who represent the full spectrum of progressive, green consumers.



- Green consumers take action; they make sure the products they purchase and the companies who make them are aligned with their values.

- People who think of themselves as “light+green” are educated (95% have attended college and 65% graduate school) and affluent. Sierra magazine, the largest and most representative environmental publication in the U.S., reports a median household income of \$100,700.

## Green Your Business

Integrate your brand with relevant and timely content. Green Home and Family magazine is a trusted source of information for more than 50,000 monthly readers who look to our magazine as a guide for green & healthy living. We can show you how you can be a part of the green movement and capture the attention of our readers.



## Think Local, Buy Local, Think Green

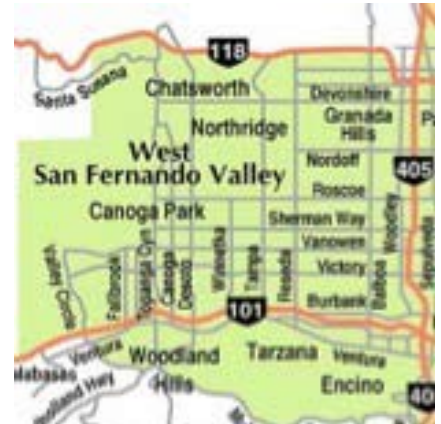
Our free, regional magazine thrives based on a local influence and presence.

- When more money gets re-circulated in the community, general prosperity, as well as tax revenues increase, creating a more vibrant and sustainable economy.
- Strengthening our local business community promotes authentic and meaningful relationships between employees, business owners, customers, suppliers, and neighbors.
- Staying local requires that a business is easily accessible by local residents. This cuts down on car travel and promotes sustainable neighborhood economies while at the same time avoids high public expenses for gas costs.
- A wide variety of local businesses contribute to a stronger local identity and cultural diversity, creating an attractive place to live and visit.



At Green Home and Family we know that different people access information differently. That is why we have made our magazine available to the public in many ways.

- Subscriptions
- Rack Delivery to Local Grocery Stores
- Monthly delivery to eco-friendly locations
- Special Event Distribution at Festivals, Openings, Community Events
- Web blog and E-mailings and targeted mailings to affluent zip codes



CVS/pharmacy



# 2008 RATES

SIZE	12X	6X	3X	1X
<b>Full Page</b>	\$1500	\$2125	\$2250	\$2499
<b>1/2 Page</b>	\$1000	\$1245	\$1299	\$1399
<b>1/3 Page</b>	\$600	\$899	\$949	\$999
<b>1/4 Page</b>	\$450	\$649	\$685	\$725
<b>1/6 Page</b>	\$225	\$451	\$525	\$585
<b>Resource</b>	\$70	\$120	\$135	\$150

**GreenSources Listings are available for \$199 per year**

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## Details...Details

All ad production materials (new artwork, photos, copy; camera-ready ads; and revisions to existing ads, etc.) are due at Green Home and Family Magazine prior to deadline (typically the 17th of the month, prior to publication- ex. March 17th for April Issue).

Green Home and Family Magazine will not be responsible for errors in copy or artwork supplied or approved by the advertiser. If space has been reserved, and for any reason the production materials do not arrive at Green Home and Family Magazine on time, we have the right to re-use old copy/artwork.

Reverse type should be at least 8 point for sans serif type and no smaller than 11 points for serif type. Positive type must be minimum 6 points.

The advertiser should anticipate a 5% to 10% color gain on press and prepare material accordingly. Improper reproduction material, less than minimum type size, or failure to provide proper artwork, or color proofs releases Green Home and Family Magazine and its printer from responsibility for reproduction.

In our quest to provide our readers & advertisers the best quality publication with the smallest carbon output, we are producing the magazine computer-to-plate. Digital files submitted must comply with our production specifications. Improperly prepared files increase the chances of an error being made on the ad.

Media: Mac-formatted, CD or DVD preferred

File Formats: Quark press, In Design, Adobe Illustrator, and Adobe Photoshop. Please note it is not recommended to send a full-page ad that has been built in Illustrator. Files submitted should include a high and low res PDF.

PDF Files: PDF files are preferred and accepted. Files must be high resolution, CMYK with fonts embedded. Please enclose all files native with PDF file.

Element Formats: EPS, JPEG, or Tiff files (images/scans).

All images, color, and scans must be CMYK mode (not RGB) at 300 dpi. Include all image links and fonts.

All fonts must be supplied, including screen, and printer fonts. Do not apply style attributes to basic fonts (menu fonts), such as manually applying bold or italic to a font instead of using the actual bold or italic font.

FTP file transfers available upon request.

Materials to:

hillary@greenhomeandfamily

or

**Green Home and Family Magazine**

**Production Department**

**26500 West Agoura Road,**

**Suite 102-184**

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**818.932.0037**

