

























2012 EDITORIAL CALENDAR

	JANUARY / FEBRUARY	MARCH / APRIL	MAY / JUNE	JULY / AUGUST	SEPTEMBER / OCTOBER	NOVEMBER / DECEMBER
Ad Close	12-12-11	2-16-12	4-5-12	6-18-12	8-17-12	10-17-12
Materials Due	12-15-11	2-22-12	4-10-12	6-21-12	8-22-12	10-22-12
Special Focus	6th Annual Market Trends 	Kitchen and Bath Issue 	9th Annual Outdoor Living 	6th Annual DESIGN Excellence Awards 	10th Annual BUSINESS Excellence Awards 	11th Annual Top 100 Products 
Project Showcase						
Design Space						
Business Trends						
Product Trends	Windows	Countertops	Design software	Pools	Media rooms	Fireplaces
Kitchen/Bath Education Series	Powder rooms	His/Her bathrooms	Shower spaces	Multicook kitchens	Small kitchens	Kitchen storage
Kitchen/Bath Spotlight	Accessories	Ventilation	Showerheads	Appliances	Countertops	Cabinets
Product Categories	Tools IBS preview	AIA preview KBIS preview	Manufactured stone PCBC preview	Locks/Hardware CEDIA preview	Touchpanels Elevators	Garage doors Skylights
Value-Added Benefits	Corporate Profiles Trade Show Plus	Trade Show Plus	Access to Top Custom Builder List	Access to Top Architectural Firm List	Brand Awareness Study	
Bonus Distribution Trade shows and events	IBS Feb 8-11 Orlando	KBIS April 27-29 Chicago	AIA Convention May 17-19 Washington D.C. PCBC June 27-29 San Diego	CEDIA September 5-8 Indianapolis	GreenBuild November 14-16 San Francisco CRAN Symposium	

Dates and topics are subject to change. For updated information throughout the year, visit our marketing and advertising online resource at RDBmagazine.com/Advertise or contact your Cygnus Residential Network consultant.

2012 ADVERTISING RATES

	1X	3X	6X	12X
Spread	\$17,156	\$16,144	\$14,945	\$13,375
Full Page	9,140	8,585	8,000	7,195
2/3-Page	6,735	6,185	5,635	4,525
1/2-Page Island	6,375	6,000	5,450	4,985
1/2-Page	5,635	5,165	4,430	3,790
1/3-Page	4,345	3,790	3,330	2,680
1/4-Page	3,600	3,050	2,680	2,500
Literature Gallery	1,235	1,175	1,050	790

Premium positions

Inside front cover: \$9,830; Inside back cover: \$9575;
Back cover: \$10,415

Literature galleries

Size of single unit is 2.4375" x 3.3125". Size of double unit is 5.125" x 3.3125". Text and logos should be .25" away from bottom of the ad.

Cygnus can make the ad. Send a 2-in. square (minimum) photo (300 dpi) and 45 words of copy to Kathleen Weaver at Kathleen.Weaver@Cygnus.com.

Contact Nancy Campoli at (800) 547-7377 ext. 6127 for sales.

Classified rates

	1X	4X	6X
1 Column Inch	\$ 225	\$ 205	\$ 180
2 Column Inches	450	395	360
3 Column Inches	675	610	540
4 Column Inches	900	810	720
5 Column Inches	1,125	1,015	900
6 Column Inches	1,350	1,215	1,090

Advertisements are available by the column inch. Advertisers can run ads 1 to 3 columns wide by 1 to 9 inches tall.

Column Widths: 1 column = 2.312 in., 2 columns = 4.625 in., 3 columns = 8.500 in.

To calculate total cost, multiply the number of columns wide your ad will be by the number of inches high to calculate total column inches. Then choose how many times you would like to run the advertisement and multiply the applicable rate by the total column inches.

AD SPECIFICATIONS

	Live Area	Trim Size	Bleed Size
Full Page	8.5"x10.375"	9"x10.875"	9.25"x11.125"
Two-Page Spread	17.5"x10.375"	18"x10.875"	18.25"x11.125"
1/2-Page Hor. Spread w/Bleed	17.5"x4.875"	18"x5.1875"	18.25"x5.4375"
1/2-Page Hor. w/Bleed	8.5"x4.875"	9"x5.1875"	9.25"x5.4375"
1/3-Page Vertical w/Bleed	2.3125" x 10"	2.5625" x 10.875"	2.8125" x 11.125"
2/3-Page Vertical	4.625"x10"	—	—
1/2-Page Hor.	8.5"x4.875"	—	—
1/2-Page Island	4.625"x7.75"	—	—
1/2-Page Vertical	3.75"x10"	—	—
1/4-Page Vertical	3.75"x4.875"	—	—
1/3-Page Square	4.625"x4.875"	—	—
1/3-Page Vertical	2.3125" x 10"	—	—

Send materials to:

Residential Design + Build

Kathleen Weaver, Media Production Rep

1233 Janesville Avenue, Fort Atkinson, WI 53538
800-547-7377 x1659

Kathleen.Weaver@Cygnus.com

FTP: (If files are larger than 10MB) <http://webftp.cygnuspub.com>

PDF is the preferred format for file submission.

For complete mechanical specs, please visit our marketing and advertising online resource at RDBmagazine.com/Advertise.

Contract and copy conditions

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

For Rate Protective Clause, Short Rates and Rebates, Publisher's Copy Protective Clause and Insert information, please visit our marketing and advertising online resource at RDBmagazine.com/Advertise.



52% of business-to-business print magazine subscribers say print-only is their preferred format.

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More marketing and advertising information is available online at RDBmagazine.com/Advertise or call your Cygnus integrated media consultant at **800-547-7377**.

John Huff, Publisher

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