

# Modern Market: Print, Digital and Live

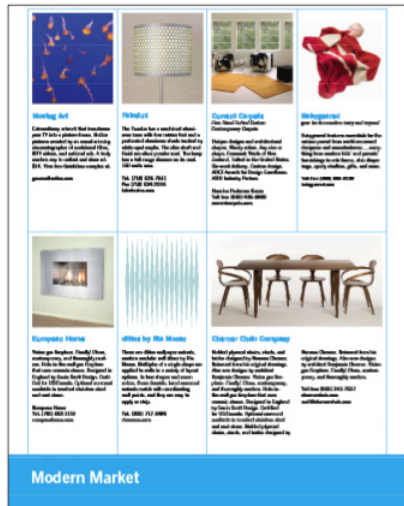
Modern Market, Dwell's in-book and digital product-packed catalog, provides an affordable way to reach and engage Dwell™ Design Seekers.

## MODERN MARKET IS DESIGNED TO:

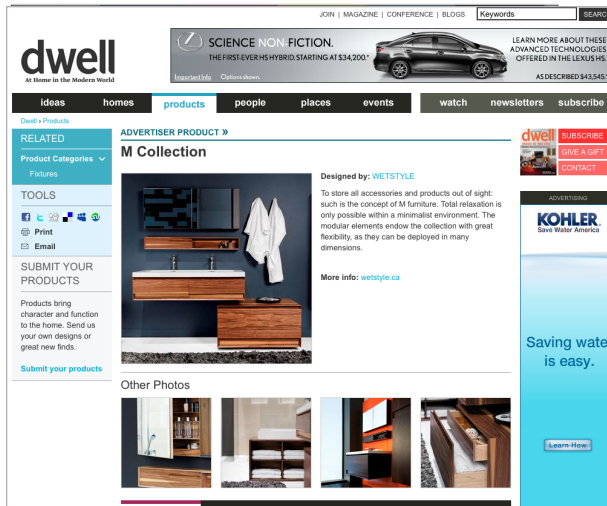
- > Showcase specific products, services, and product lines in an attractive format
- > Quickly and efficiently connect your brand to qualified consumers ready to buy your products

Your ad:

### in-book



### online



## MODERN MARKET IN-BOOK RATES\*

| Frequency | 1x      | 6x      | 10x     |
|-----------|---------|---------|---------|
| 1/4 page  | \$5,950 | \$5,225 | \$4,510 |
| 1/8 page  | \$3,800 | \$2,950 | \$2,345 |

## DWELL DIGITAL ADVERTISER PRODUCT SHOWCASE

- > 8 products integrated into Dwell.com "Products" section categorized appropriately
- > 4 images per product + descriptions and link to purchase
- > "Top-of-page" feature spot per category add'l \$350 per month
- > Rotation of product on Dwell.com homepage throughout the year

2010 Rate: \$15,000

## DWELL LIVE EVENTS



Present your products and services directly to thousands of dwell design Seekers; professionals and consumers, in the Modern Market exhibition areas.

Los Angeles June 25-27, 2010  
\$38 sq. ft

### CIRCULATION HIGHLIGHTS

- > Guaranteed rate base for 2010 is 325,000
- > Harrington Associates Notable Achiever for 2008
- > #2 newsstand seller in Barnes & Noble in the house and home category

### THE DWELL DESIGN SEEKER

**Unique Readership:** Affluent, Professional, Well-Educated Homeowners

**Unique Duality:** Dwell reaches both the consumer and the trade

- > 42% Male, 58% Female
- > Median HHI \$156,573
- > Median age 44 years

*Source: 2009 Mendelsohn Affluent Survey*

### DWELL ISN'T JUST A BRAND DESIGN SEEKERS LOVE. IT'S THE LIFESTYLE THEY LIVE.

**Dwell readers are engaged Design seekers**

|            |   |
|------------|---|
| 89%        | Take action as a result of reading Dwell (visit store, call, go to website) |
| 78 minutes | Average minutes spent reading an issue                                      |
| 4.3 times  | Average number of times issue is read or looked at                          |
| 78%        | Read 4 out of 4 issues published  |

*Source: 2008 Subscriber Study*

*"Readers who really love their magazines and spend time pouring over the editorial also pay more attention to the ads in them and are probably more likely to buy. Engaged readers recall levels up to three times as high as those of average readers."*

*- The Involvement Alliance*

### DWELL'S MODERN MARKET PRODUCES RESULTS

*"We believe that the Dwell Marketplace has highest return on investment and remains the best place to advertise to modern consumers. Our long term placement with them has been very valuable to our business."*

*- David Diskin, CEO of Artivise (MD Canvas and Good Earth Canvas)*

### CONTACT INFORMATION

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