

Raymour
& Flanigan®
FURNITURE

FURNISHING YOUR
style
DESIGN MAGAZINE

2014
MEDIA KIT



OUR MISSION

Furnishing Your Style, Raymour & Flanigan's design magazine, inspires readers to achieve their dreams of home. Distributed to nearly 650,000 unique readers each month and available through an online Design Center, each of the six issues is filled with exclusive design advice, decorating ideas and inspirational photography featuring beautiful Raymour & Flanigan furniture.

With this unique, comprehensive design magazine, readers can truly recreate the looks they want without having to spend hours scouring through different stores for all of their favorite pieces. In fact, almost all of the pieces shown in the magazine can be purchased at Raymour & Flanigan, including an assortment of home decor and area rugs.

The goal is to help instill a sense of confidence during the furniture shopping experience and help readers create the home of their dreams.

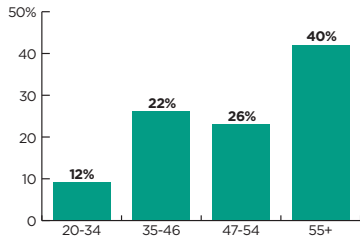
For Advertising
Information Contact:
Lisa Beale
Web and Customer Retention Project Manager
315.453.2500 | ext. 525
LBeale@RaymourFlanigan.com

DISTRIBUTION AND READER PROFILE

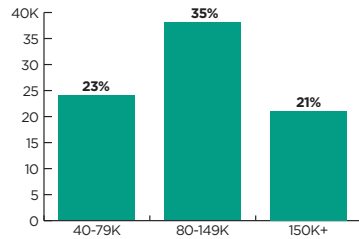


In 2014, we will see monthly distribution of nearly 650,000

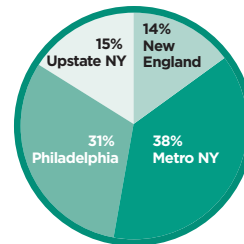
Age Breakdown



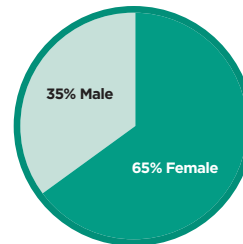
Household Income



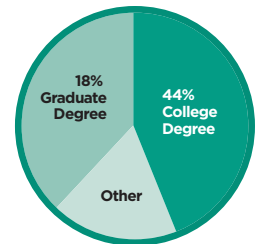
Distribution Regions



Gender



Education





DESIGN MAGAZINE FEATURES

IN EVERY ISSUE

Welcome Message

In each issue, the Raymour & Flanigan team introduces the theme with a letter and an overview of the design tips readers will find.

Everyone's Talking

This spread is dedicated to some of our favorite feedback we've received from Facebook, Pinterest, online product reviews and our readers who subscribe to *Furnishing Your Style*.

Feature Story

Dedicated to the issue's theme, this in-depth article showcases beautiful room photography and decorating tips for practically every room.

Color Story

Each issue, we highlight a new color and teach readers how to decorate with this hue using the color wheel and color schemes such as complementary, split-complementary, analogous and monochromatic.

Mattress Matters

These pages explore common mattress questions and help readers find the comfort type and mattress size that's right for them.

Winning Combinations

This special feature is dedicated to teaching readers how to combine home decor and accent pieces for a polished, pulled-together look.

One Style, Two Ways

Perfect for decorating inspiration, this article shows readers how a simple accessory swap can transform the look and feel of their furniture.

RECURRING ARTICLES

How to DIY

We share simple steps with detailed photography for DIY projects such as faux-finish painting techniques and ideas on how to arrange wall art.

In the Mood For

Creating a mood board is an easy way to plan for any redecorating project and we show readers how to take over their makeovers using this simple trick that the pros use.

I Want A

From ottomans to office furniture, this article highlights a single furniture category and combines product features and benefits with decorating tips.

Mix and Mingle

This article takes the guesswork out of mixing and matching pieces.

Cut the Clutter

The secret to any successful makeover is having plenty of storage to keep clutter at bay. We show readers how to design their rooms around pieces that are both functional and stylish so they can get organized and stay that way.

ABOUT US

Family owned and operated for over 60 years, Raymour & Flanigan began as a single, modest store in downtown Syracuse and has now evolved into the Northeast's largest furniture retailer and growing. As we continue to expand through showroom openings and new product offerings, our promise to our readers remains the same—to provide the ultimate furniture shopping experience from our first meeting through years of after-sale care.

At Raymour & Flanigan, we help our customers achieve their dream homes while expressing their unique styles. Whether a customer is furnishing an entire room or simply adding home decor for visual flair, we have something to suit every room, taste and budget. From classic to contemporary and everything in between, our readers continually find the furniture they're looking for at a price that's just as appealing.

We're proud of the standard of excellence upheld by our knowledgeable home furnishing consultants, friendly and polite delivery teams and dedicated customer care associates. In addition to being passionate about serving

our readers, we're also committed to adopting eco-friendly practices in our showrooms and giving back to the communities we serve.

Expanded Home Decor Offerings

In 2013, we expanded our offerings to provide customers with turnkey decorating solutions. The addition of a new line of accessories to Raymour & Flanigan's already extensive selection of area rugs, lamps, wall art and other home decor items helps customers take the guesswork out of designing their rooms. Now customers can pick up everything they need to complete their rooms in one place.

Top Brand Partners

As the Northeast's largest furniture retailer, we are proud to offer quality furniture from top brands, including Bellanest, Bernhardt, Broyhill, Cindy Crawford Home, Kathy Ireland Home, La-Z-Boy, Natuzzi and more.

Furniture industry trade publication *Furniture Today* ranked Raymour & Flanigan as the 8th largest furniture retailer in the United States in its May 2013 issue.

“Raymour & Flanigan is the 8th largest furniture retailer in the United States.”

—*Furniture Today*, May 2013



91
FULL-LINE
SHOWROOMS

11
CLEARANCE
CENTERS

15
CUSTOMER
SERVICE
CENTERS

4
DISTRIBUTION
CENTERS

EDITORIAL CALENDAR

Distributed to nearly 650,000 unique readers each month!



Warm Welcome January/February

Mailed December 15th
and January 15th

In this first issue for 2014, we help readers escape the cold of winter by showing them how easy it is to craft a warm, welcoming environment throughout their home. Our feature story, "Welcome Color into Your Home," sets the tone for this issue as we work to build readers' confidence in decorating with bold colors.

Space Reservation:
September 25, 2013
Camera Ready Art:
October 9, 2013



Fresh Looks March/April

Mailed February 15th
and March 15th

Spring is a favorite season for decorators because of the sense of renewal it brings. From a fresh take on decorating with green to stylish sunroom retreats, we take inspiration from Mother Nature to help readers enjoy the fruits of designing around organic colors, textures, fabrics.

Space Reservation:
December 3, 2013
Camera Ready Art:
December 17, 2013



Make a Statement May/June

Mailed April 15th
and May 15th

In this issue of *Furnishing Your Style*, we say hello to summer by inspiring readers to embrace their sense of adventure as we navigate through spaces that are bursting with style (not to mention extreme comfort). Plus, we share our favorite ideas for channeling the power of purple in every shade from lavender to deep plum.

Space Reservation:
January 31, 2014
Camera Ready Art:
February 14, 2014



Splash of Style July/August

Mailed June 15th
and July 15th

With temperatures rising, we dive into the coolest rooms around, from the latest living room design trends to spaces that are all about blue. We'll also help readers find their design identity, be it traditional, contemporary, transitional or casual, as we walk through the fundamentals of each decorating style.

Space Reservation:
April 7, 2014
Camera Ready Art:
April 21, 2014



Smart Spaces September/October

Mailed August 15th
and September 15th

School is officially in session! In this issue, readers will learn some smart organization ideas, and it all starts with functional furniture pieces. Also on the syllabus are our favorite design tips for small spaces. Plus, it doesn't get much smarter than gray—we'll teach readers all about this versatile neutral hue.

Space Reservation:
May 29, 2014
Camera Ready Art:
June 12, 2014

AD RATES AND SPECS



Ad Rates

\$15,000 for full page. Trade negotiations and discounted ad rates for frequency are available.

Delivery of Files

Please contact Lisa Beale at 315.453.2500, ext. 525 or LBeale@RaymourFlanigan.com for a link to an online dropbox to upload your PDF.

Specifications

File Type: High-res PDF with bleed included.
Please do not include printer marks.

Image Resolution: 300dpi or greater at full size.

Full Page Document (Trim) Size: 7.68" w x 10.24" h

Back Page Document (Trim) Size: 7.68" w x 7.25" h
Bleed Size: 0.125"

Safety Margin: .25" from trim edge.

Colorspace: CMYK or grayscale.

Spot colors are not accepted.

