

Raymour  
& Flanigan®  
FURNITURE  
MATTRESSES

FURNISHING YOUR  
style  
DESIGN MAGAZINE

2015  
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 four 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.

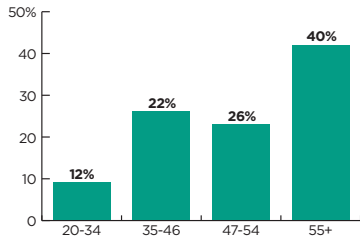
For Advertising  
Information Contact:  
**Rachel Rogers**  
**Marketing Director**  
315.453.2500 | ext. 604  
RRogers@RaymourFlanigan.com

# DISTRIBUTION AND READER PROFILE

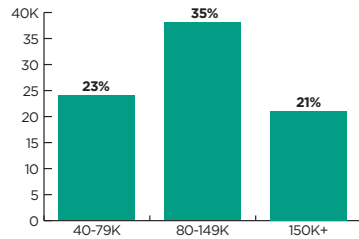


In 2015, we will see monthly distribution of nearly 650,000

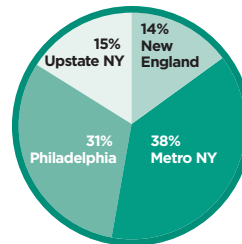
## Age Breakdown



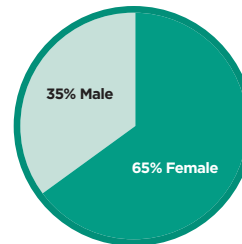
## Household Income



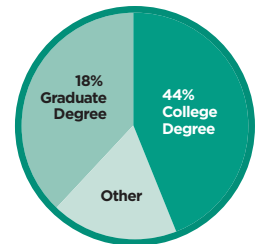
## Distribution Regions



## Gender



## Education





## DESIGN MAGAZINE FEATURES

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### Feature Story

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

### Design

This section features design ideas and furniture from all rooms of the home, exploring on-trend ways to use colors, patterns and much more.

### Live

These Live articles show how to design with and around sofas, sectionals, loveseats and more to promote feelings of comfort and relaxation.

### Dine

From casual dining to formal feasts, this section discusses decorating ideas to make mealtime more satisfying.

### Rest

This department includes everything you need to create a restful retreat, from the latest bedroom sets to our informative mattress-buying guide.

### Grow

Colorful kids' rooms and sophisticated teen suites fill the pages of this section, which aims to help readers create memorable youth bedrooms.

### Work

Our Work section looks to make mundane tasks more tolerable with a full compliment of stylish and functional home office furniture options.

### Media

TVs themselves may not be all that eye-catching, but this section helps readers create a beautiful focal point around an entertainment center or media console.

### Accent

Highlighting an array of accent chests, tables, curios and more, our Accent articles show you the best ways to punctuate your space.

### Decorate

The Decorate section illustrates how to put the finishing touches on your space in a way that expresses your individual style.

## CALENDAR

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### ISSUE ONE

**JANUARY | FEBRUARY  
MARCH**

#### Space Reservation:

October 30, 2014

#### Camera-Ready Art:

November 6, 2014

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### ISSUE TWO

**APRIL | MAY | JUNE**

#### Space Reservation:

January 5, 2015

#### Camera-Ready Art:

January 19, 2015

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### ISSUE THREE

**JULY | AUGUST**

**SEPTEMBER**

#### Space Reservation:

April 3, 2015

#### Camera-Ready Art:

April 17, 2015

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### ISSUE FOUR

**OCTOBER | NOVEMBER**

**DECEMBER**

#### Space Reservation:

July 7, 2015

#### Camera-Ready Art:

July 21, 2015

# 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 Amy Fields at 315.453.2500 | ext. 642 or [AMFields@RaymourFlanigan.com](mailto:AMFields@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

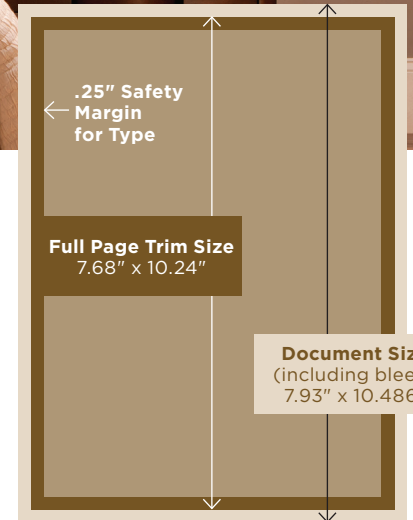
**Back Page Document (Trim) Size:** 7.68" w x 7.25" h

**Bleed Size:** 0.125"

**Safety Margin:** .25" from trim edge.

**Colorspace:** CMYK or grayscale.

Spot colors are not accepted.



## 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 Thomasville and more.

Furniture industry trade publication *Furniture Today* ranked Raymour & Flanigan as the 4th largest conventional furniture retailer in the United States in its May 2014 issue.

“Raymour & Flanigan is the 4th largest conventional furniture retailer in the United States.”

—*Furniture Today*, May 2014



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FULL-LINE  
SHOWROOMS

11  
CLEARANCE  
CENTERS

15  
CUSTOMER  
SERVICE  
CENTERS

4  
DISTRIBUTION  
CENTERS