

2017 **editorial** CALENDAR



TRADITIONAL
HOME

2017 **editorial** CALENDAR*



Frequency: 8x/year
Rate Base: 850,000
Audience: 4.6 million**

**Source: MRI Doublebase 2016;
Base: Total Adults

FEBRUARY/MARCH **Before & After**

Featuring the Modernism Showhouse, Palm Springs

Ad close: November 29, 2016
On sale: January 24, 2017

Celebrate the transformative power of design with inventive and inspiring remodeling projects, including a special “Great Kitchens & Baths” section dedicated to enhancing the two most popular rooms in the home.

APRIL **In Living Color**

Featuring the Southern Style Now Showhouse, New Orleans

Ad close: January 17, 2017
On sale: March 14, 2017

What better way to make a personal statement than with color? We look at palettes that range from the biggest new trends to classic combinations—all guaranteed to enliven your home.

MAY **Design Confidential**

Ad close: February 21, 2017
On sale: April 18, 2017

To launch our inaugural Dallas Decorator Showhouse, we continue our cross-country investigation of great design—this time exploring the Big D. We'll give readers a whirlwind tour of Dallas—from designer shops and innovative eateries to exclusive looks at lush gardens and beautiful homes.

JUNE **Weekend Living**

Ad close: March 28, 2017
On sale: May 23, 2017

Whether you head to the beach or the country—or opt for a stay-cation and hang around the house—our focus turns to the outdoors to showcase stunning gardens and outdoor living areas that truly are a breath of fresh air!

JULY/AUGUST **Destination Design**

Featuring the Hampton Designer Showhouse

Ad close: May 2, 2017
On sale: June 27, 2017

Designers are constantly citing their travels as a source for unique products and inspiration. Tag along for a ride to our favorite, recently discovered, and most fabulous design destinations! Plus tour homes where the design is inspired by items collected and cherished by their owners.

SEPTEMBER **Masters of Design**

Featuring the annual list of New Trads: America's Rising Stars of Design

Ad close: June 20, 2017
On sale: August 15, 2017

From highly regarded artisans and craftsmen to up-and-coming designers, meet the stylemakers across the design spectrum who have honed their crafts to be considered “masters of design” in their respective fields.

OCTOBER **The New Classics**

Featuring the Napa Valley Designer Showhouse

Ad close: July 25, 2017
On sale: September 19, 2017

Highlighting the hottest home products and accessories, we shine the spotlight on what's new—and what's coming—in the world of decorating and design. Don't miss this indispensable shopping guide for the sophisticated home enthusiast.

NOVEMBER/ DECEMBER **Home for the Holidays**

Ad close: September 12, 2017
On sale: November 7, 2017

We invite readers into beautifully decorated homes to experience cherished holiday traditions and a sampling of indulgent feasts to share with family and friends during the height of the entertaining season. We like to say nobody does the holidays like *Traditional Home*. Only because it's true.



URL: TRADhomeMag.com
Avg. Page Views: 4.8 million

FALL 2017 **New Trads**

Ad close: July 25, 2017
Live: August 15, 2017

Tour projects designed by *Traditional Home's* New Trads—our annual Top 10 List of America's Rising Stars of Design. Discover their best ideas and their tips for making homes lovely, livable, and fresh for today's living.

For more information, please contact your sales representative or Beth McDonough, Publisher, at 212.551.7079 or beth.mcdonough@meredith.com

*All content subject to change. Ad close for cover positioning is 2 months prior to ad close.

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