

COASTAL
LIVING
showhouse 2014

Coronado CA

*Contributing
Sponsors
Program*



CONTRIBUTING SPONSOR BENEFITS

SPECIAL EDITORIAL SECTION AND PROGRAM

Every year the **Coastal Living** Showhouse celebrates coastal home innovation, dream décor, and quality construction, and **ranks #1 on the list of reader favorites**. Our 2014 Showhouse is being built in **Coronado, California**, an island town just across the Big Bay from San Diego.

PRINT

4.4 MILLION IMPRESSIONS

- ▶ The Contributing Sponsor listing will be included in the 2014 October issue of *Coastal Living*. It will also appear in the Style Guide, which features a line-item resource listing of every item used to construct and decorate the home.
- ▶ The Showhouse will be included, with copy and photography, in the October issue of *Coastal Living*. Exposure for Contributing Sponsors' product is not guaranteed in *Coastal Living*.

PHOTO

- ▶ Contributing Sponsors may request photography of the Showhouse that includes the Contributing Sponsors' product(s). Requests for photography will not be accepted until October 1, 2014. Usage of any requested photography will adhere to the Photography Usage guidelines set forth by *Coastal Living*.

ON-SITE

15,000 VISITORS

- ▶ Contributing Sponsors' may display their products, or printed materials in the Showhouse Information Center, which is set up in the finished, lighted garage area. (Some houses may be subject to space limitations).

ONLINE

2.5 MILLION PAGE VIEWS

- ▶ The *Coastal Living* Website coastalliving.com will feature the Showhouse. Contributing Sponsors will be included in the web coverage, complete with sourcing information.



COASTAL LIVING

Idea House Program

OVERVIEW

- Every year *Coastal Living* brings the pages of the magazine to life through the Idea House program
- The Idea House gives sponsors the exclusive opportunity to integrate their brands in our coastal-inspired Showhouse.
- *Coastal Living* selects an all-star design team, where the builder/developer will build a spec home and *Coastal Living* will choose an interior designer to decorate the home and incorporate sponsor products
- The builder/developer will cover the costs of building/remodeling the home
- The house will open for tours late June thru October
- A portion of the tour proceeds go to a local charity
- The Idea House will be included in an in-book editorial feature in the October issue
- A franchise page will live on coastalliving.com indefinitely

Ranks #1 on
the list of
reader
favorites



2012 Ultimate Beach House

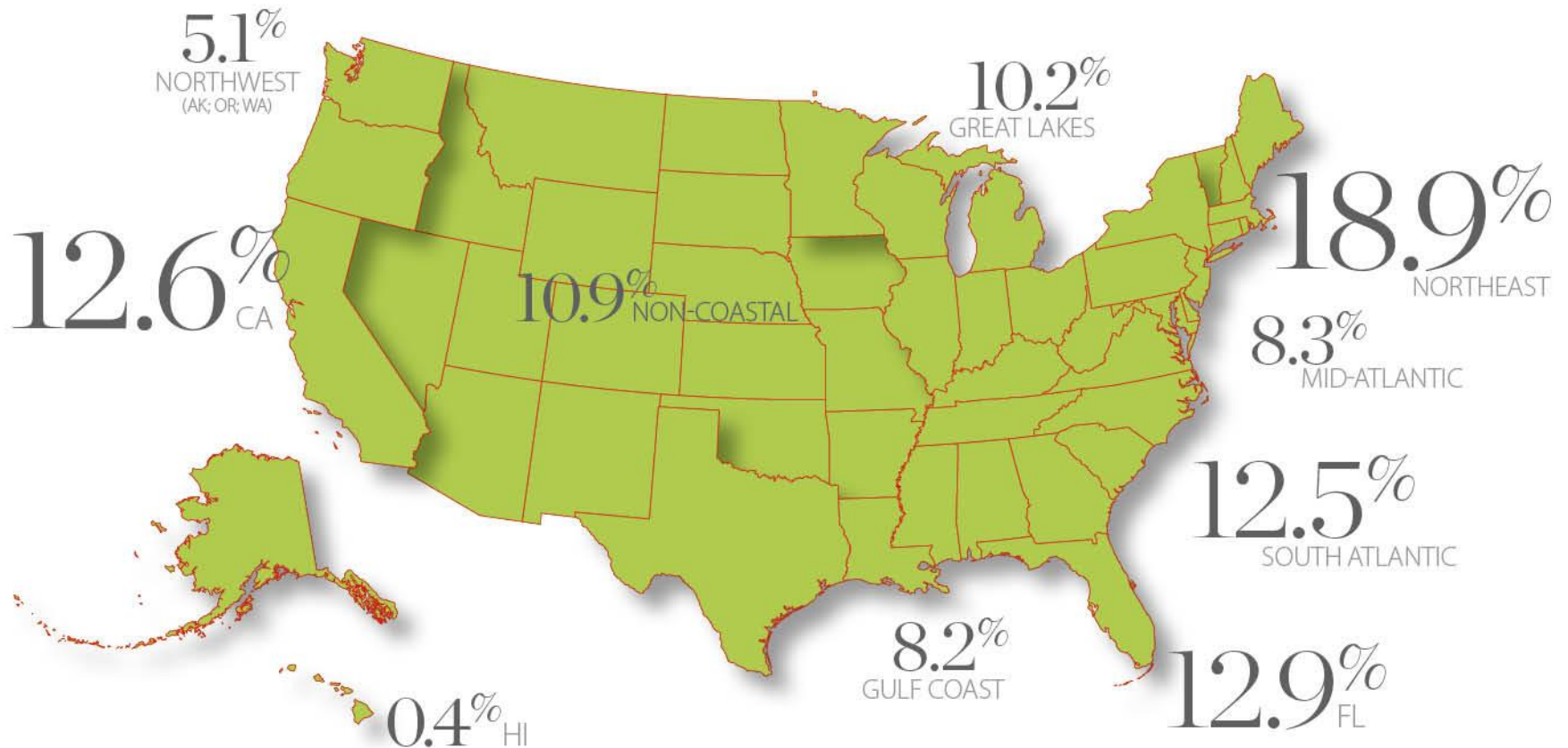


COASTAL LIVING

captures the joy of
life by the sea by giving our readers the relaxed feeling
and sense of renewal that you can get only
at the beach. **It's life more beautiful.**

national reach

Coastal Living's circulation distribution



**COASTAL
LIVING**

ADWEEK
2012 HOT LIST

Life more beautiful

Source: June 2012 ABC Statement

_GENPRES1304WT

hits close to home

52% of Americans
live on the coast

54% of seasonal homes
are located on the coast

the coast grew by

11 million

from 2000 to 2010

COASTAL
LIVING

READY
FOR
SUMMER
ADWEEK
2012 HOT LIST

Life more beautiful



Source: U.S. Census; National Oceanic and Atmospheric Administration
(Seasonal homes as of 2010)

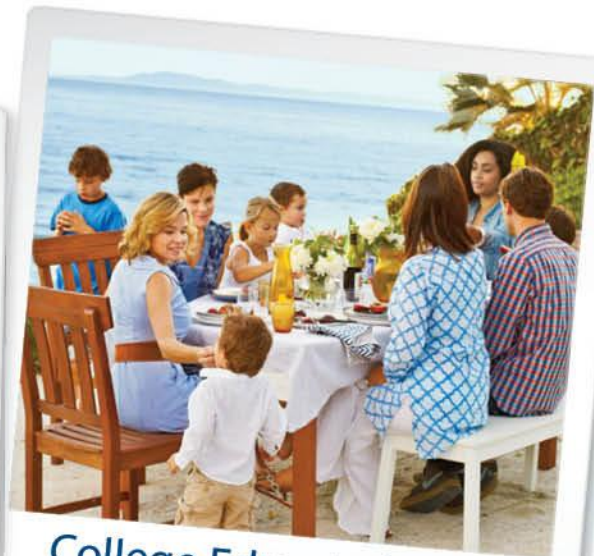
reader snapshot



Female 71% Male 29%



Median HHI \$89,875
Own Home 79%



College Educated 80%
Median Age 51.8

3.9 million

650,000 circulation

Median Home Value: \$290,581

Median Net Worth: \$391,474

**COASTAL
LIVING**

ADWEEK
2012 HOT LIST

Life more beautiful

Source: 2012 Fall MRI

_GENPRES1304WT

digital

CoastalLiving.com transforms the brand's unique content, trusted editorial voice, and sense of community into an interactive escape

Coastalliving.com

Monthly page views.....2.9 million
Monthly uniques..... 317,000

eNewsletters

Weekly subscribers187,000+

Social Media

Facebook fans.....55,000+
Twitter followers25,000+
Pinterest followers 17,000+

Tablet Edition

Available on iPad, Kindle Fire, B&N Nook, Samsung Galaxy Tab and other Android devices



COASTAL
LIVING

ADWEEK
2012 HOT LIST

Life more beautiful

Source: ComScore Oct 2012; Cheetah Mail Oct 2012; Coastal Living Social Media as of 11/29/12

_GENPRES1304WT



COASTAL
LIVING

WASHER FOR WASHES
ADWEEK
2012 HOT LIST

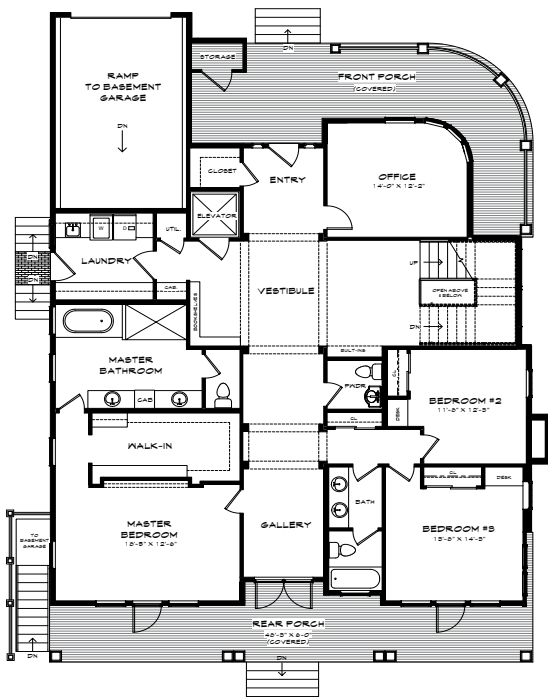
Life more beautiful

COASTAL LIVING showhouse 2014

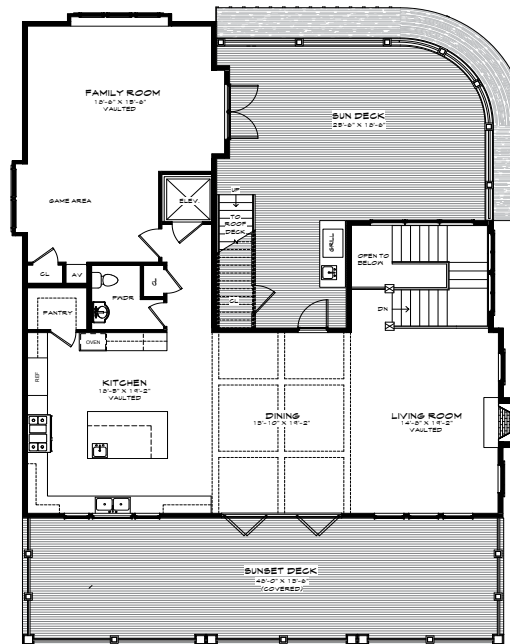


FLAGG COASTAL HOMES

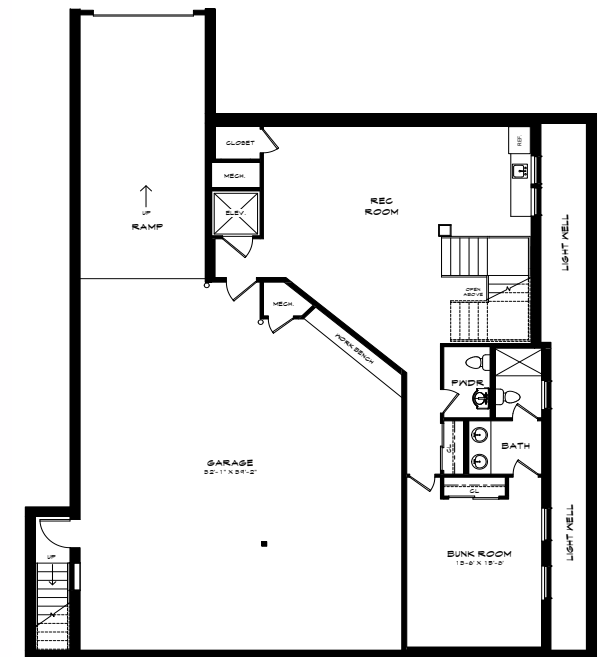
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CORONADO, CALIFORNIA 92118
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FIRST FLOOR PLAN



SECOND FLOOR PLAN



BASEMENT FLOOR PLAN