



ADVERTISING CONTACTS

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PAINT & DECORATING RETAILERS ASSOCIATION
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800-737-0107 / PDRA.ORG / INFO@PDRA.ORG

Quarters



2017 MEDIA KIT

A PAINT AND DÉCOR SPECIAL
INTEREST PUBLICATION



ABOUT QUARTERS MAGAZINE

QUARTERS magazine is a first-of-its-kind specialty publication created specifically for consumers of the paint industry. Published twice per year, **QUARTERS** inspires readers with stunning visuals and informative features related to paint, wall coverings, and window treatments.

A benefit program of the Paint & Decorating Retailers Association, **QUARTERS** magazine enables PDRA members to educate their customers about specific product offerings through a high-quality medium that engages individuals at any stage of a design project. Through editorial content customized to each participating member, customers come to see their local retailers as a resource for design expertise.

As a coffee table publication of national caliber, **QUARTERS** can elevate your products to new heights—directly through the very businesses that sell them every day.



2017 EDITORIAL CALENDAR



SPRING/SUMMER ISSUE

FEATURES

Color Forecast 2017

The Tools of the Trade

DEADLINES

SPACE CLOSE: February 24 | **CAMERA READY:** March 3

FALL/WINTER ISSUE

FEATURES

Interior Design Forecast 2017

DIY Project Guide

DEADLINES

SPACE CLOSE: August 25 | **CAMERA READY:** September 1

IN BOTH ISSUES

FIVE AND DONE

Quick instructions show consumers how to complete a featured DIY project in five easy steps.

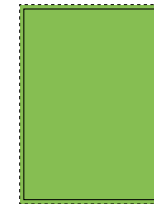
Q&A

Interior designers and industry experts answer questions about emerging trends, favored products, and more.

INTERIORS

Inspiring pictorials showcase real design projects that have embraced the power of color.

RATES + SPECS



FULL TRIM
8.25" X 10.875"



FULL BLEED
8.5" X 11.125"



1/2 VERTICAL
3.4" X 9.4"

1/2 HORIZONTAL
7" X 4.6"

PRODUCTION GUIDELINES

WHERE TO SEND FILES:

Send files directly to jo@pdra.org. If you have a file that is too large to email, you can send it via the Send Files tab at www.pdra.org.

MARGINS & LIVE AREA

Allow ¼-inch margins between the live area and trim of full-page and spread ads. Please don't put critical information outside the live area. For spread ads, allow ½ inch on each side of the gutter for binding. Clearly mark all ad materials with proper cropping instructions to avoid misinterpretation.

FILE FORMATS

Acceptable formats are TIF, EPS, or PDF. When sending a PDF, please make sure any crop, bleed, or registration marks or color bars are not within the live or bleed area of the ad. Preferred format for camera-ready is PDF, 300 dpi, with embedded fonts.

IMAGES

All images should be high-resolution (300 dpi) and included with all design documents. We cannot accept Web images that have been manipulated to a higher resolution.

COLOR

All color, including photos, must be process separation (4-color) CMYK. RGB is not accepted.

FONTS

All fonts must be included with InDesign or Illustrator files. Include both screen and printer fonts. We can't guarantee legibility of reverse type that is smaller than 6 points.

PROOFS

Color accuracy can't be guaranteed unless an industry-standard proof is submitted.

PRINTING PROCESS

Web heatset

BINDING METHOD

Perfect

ADVERTISING DISPLAY RATES (GROSS)

FOUR-COLOR RATES	2X	1X
FULL	\$4,000	\$4,500
1/2 H, V	\$2,200	\$2,700

BUNDLE PACKAGE #1

One full-page ad in both issues, monthly banner ads in the QUARTERS retail e-newsletter, and two sponsored posts

\$8,500

BUNDLE PACKAGE #2

One half-page ad in both issues, monthly banner ads in the QUARTERS retail e-newsletter, and two sponsored posts

\$4,900



AUDIENCE + DISTRIBUTION

250+ RETAILERS | 35,000+ COPIES
ENDLESS OPPORTUNITIES

As an advertiser in **QUARTERS** magazine, you have a unique opportunity to promote your products through a platform that reaches both consumers and the trade. **QUARTERS** is distributed by the Paint & Decorating Retailers Association's participating members throughout the U.S. and Canada. A minimum of 35,000 copies are printed per issue. The retailers use the magazine as a tool for customer acquisition and retention, distributing them at their discretion in-store or via direct mail. A digital version of each issue also is made available to consumers by the retailers. Since PDRA members pay an annual fee to be part of the **QUARTERS** program, you can rest assured that they distribute the magazine in a way that is to their—and your—advantage.

