

June 12, 2003



## The 50 Best Magazines

We'd been told for so long that magazines were on their last legs, that the next generation of up-and-coming consumers didn't care about periodicals, not even the va-va-voom variety such as Maxim and FHM. Paper was -- oh, so 10-minutes-ago. The pictures were static, for crying out loud. Even pinups were passe. But magazines seem more relevant than ever, raising a ruckus at Wal-Mart, holding together the Martha Stewart empire, filling aisle after aisle at the bookstores. There are now more than 17,500 magazines published in this country, for goodness sake.

So who does it best? Not so long ago, the National Magazine Awards honored a pack of familiar favorites such as *The Atlantic Monthly* and *The New Yorker*, offering elaborately eloquent justifications for having so anointed those august publications.

Tempo chose a simpler route: What we like. We picked out magazines that you'll find on staffers' nightstands and coffee tables, in our backpacks and on our car seats and on the edges of our bathtubs.

These are the periodicals for which we pay good money.

### The 50 Best Magazines

- |                          |                           |  |                  |
|--------------------------|---------------------------|--|------------------|
| 1. Cook's Illustrated    | 20. Details               | <b>38. AMERICAN BUNGALOW</b>                           |                  |
| 2. The New Yorker        | 21. Reason                | If you've got a thing for the Arts and Crafts, Mission |                  |
| 3. Martha Stewart Living | 22. Consumer Reports      | or Prairie styles, and the turn-of-the-last-century    |                  |
| 4. Sports Illustrated    | 23. Essence               | home style that shows them to best advantage, this     |                  |
| 5. People                | 24. US Weekly             | magazine is pure pornography. Nothing stirs the blood  |                  |
| 6. Wooden Boat           | 25. Family Fun            | like a prodigiously lined chunk of quartersawn oak     |                  |
| 7. Q and Mojo (tie.)     | 26. American History      | and the advertisements telling you where you can get   |                  |
| 9. Entertainment Weekly  | 27. Saveú                 | more of the same.                                      |                  |
| 10. Esquire              | 28. Granta                |  |                  |
| 11. Vogue                | 29. Sound on Sound        |  |                  |
| 12. Atlantic Monthly     | 30. Dwell                 | 39. National Geographic                                | 47. The Week     |
| 13. Fine Homebuilding    | 31. Harper's              | 40. Fortune  | 48. Trains       |
| 14. Texas Monthly        | 32. BusinessWeek          | 41. Creativity   | 49. Wizard       |
| 15. New York             | 33. Sport Compact Car     | 42. ToyFare  | 50. Yoga Journal |
| 16. Time                 | 34. Outside               | 43. Soccer America                                     |                  |
| 17. Smithsonian          | 35. The New Republic      | 44. Field & Stream                                     |                  |
| 18. FHM                  | 36. The Christian Century | 45. Metropolis   |                  |
| 19. Washington Monthly   | and America (tie.)        | 46. Vegetarian Times                                   |                  |

## REFLECTIONS ON AN AMERICAN CLASSIC

Would the national bungalow revival have been so successful without the influence of Arcadia's American Bungalow Magazine? Probably not.

By Brenda Rees

**G**REEN-MINDED PEOPLE who want to build a home might want to revisit an old-fashioned favorite: the American bungalow. All the rage from about 1880 to the 1930s, these simple houses used small spaces efficiently, usually embraced outdoor areas, employed local artisans in their creation and were marvelously affordable. Just think: Before World War I, you could have purchased one for a mere \$900.

Such charms — more appealing than ever in the current economic downturn — have attracted a fervent following around the country and as far away as Australia. Each season, this homey paradise is captured in the glossy pages of the Arcadia-based *American Bungalow Magazine*, the bible of everything bungalow essential to a growing legion of fans. “People are downsizing and abandoning the theory that bigger is better,” says publisher John Brinkmann. “[Bungalows] were not designed for entertaining, but as a place to be with your family, to enjoy the surroundings. They were designed for living.”

*American Bungalow Magazine* is credited by many aficionados with spurring on the rebirth of the American bungalow scene since its debut in the fall of 1990. The quarterly's launch coincided with the resurgence of Old Pasadena and the restoration of many of the city's bungalows. The magazine “was born out of the same energy and excitement people had about bungalows,” says Sue Mossman, executive director of Pasadena Heritage. “[Brinkmann] caught the wave when it was just a wavelet.”

The magazine has helped spread the word of the burgeoning movement, as has the annual Arts & Crafts Conference at North Carolina's Grove Park Inn, founded in 1988, according to contributing writer Sue Bacon. “People discovered the revival and could see what the



rest of the nation was doing,” says Bacon, also a magazine advertiser and co-owner of Monrovia's Historic Lighting Inc. “It became a place where people could share their stories — from Denver, Seattle...wherever.”

The publication — which has a circulation of 120,000 in the U.S., U.K., Canada and Australia — continues to fuel the fires of bungalow buffs. Readers find within its 140-odd pages rich photography accompanying historical

articles, profiles of artists and homeowners, news tidbits, explorations of bungalow neighborhoods, personal experiences and a wealth of resources and craftspeople.

For many years, *American Bungalow* was practically the only magazine of its kind; *The Arts and Crafts Quarterly*, a black-and-white newsletter founded in New Jersey in 1987, had a broader focus. Even today, *American Bungalow's* competition is minimal. *The Arts and Crafts Quarterly* has morphed into *Style 1900*; another recent contender is *Arts & Crafts Homes and the Revival*. But while other publications may focus on the nuts and bolts of renovation, *American Bungalow* glories in the pure pleasure of the architectural style, accoutrements and history, both personal and civic. In 2003, the *Chicago Tribune* declared the coffee-table quarterly one of the country's 50 best magazines, noting, “If you've got a thing for the Arts and Crafts, Mission or Prairie styles, and the turn-of-the-last-century home style that shows them to best advantage, this magazine is pure pornography...”

*American Bungalow* remains true to its original mission: to nurture an architectural movement that supports craftspeople who provide homeowners with a beautiful living space. Easy on the eyes and pocketbook, bungalows were built in just about every big city and small

*continued*

town across America. With their low-pitched roofs and built-in cabinets, they were the quintessential homes for the common man, despite their association with the famous upscale versions crafted by Pasadena-based architects Charles and Henry Greene. The brothers' elaborate bungalows, such as the Gamble and Blacker houses, were the ones that garnered architecture praise and attention (then and even now). But the simple standard bungalow continues to be an iconic symbol of American practicality and craftsmanship—values American Bungalow extols.

**“It’s not a how-to magazine but a how-it-can-be-done [by craftspeople] magazine,” Bacon says. “If it weren’t for the artisans—those who do reproductions or whose work is inspired by [their forerunners]—this revival just wouldn’t be. American Bungalow gave those artisans a tremendous avenue.”**

Many of those craftspeople emerged from the demise of Southern California’s aerospace industry in the 1970s. People who lost jobs “picked up their weekend hobbies” to make ends meet and discovered the joy of creating by hand, Brinkmann says. He met some of them in the late 1980s when he relocated his graphic design business from the Westside of Los Angeles to a modest bungalow in Sierra Madre. Moving into an older, established community, he learned firsthand that bungalow neighborhoods were attracting attention from local preservationists. A search for hexagonal doorknobs took him to Crown City Hardware, a vintage hardware store in Pasadena, where he chatted with the owners and discovered that “something was happening; people were getting interested in these old houses and fixing them up.”

Bungalows had fallen out of vogue in the 1960s and ’70s, but by the late 1980s, urban pioneers were venturing into depressed communities and buying quaint homes that had become run-down and neglected. After fixing up their new dwellings, homeowners were eager to furnish them with high-quality Arts and Crafts-style rugs, lamps, art, tables and accessories.

Here was a movement that needed a voice, thought Brinkmann, now a full-fledged convert. He designed a logo—still in use today—for the magazine, which was produced in that simple Sierra Madre bungalow for many years. American Bungalow later relocated to bigger offices in Arcadia, where editor John Luke oversees a cadre of writing talent from around the country. He’s especially proud of stories that promote simple bungalow living and describe how others attained that dream, like the pieces about a luxurious private estate in the Adirondacks and a hand-made cottage in Maine.

For the spring issue, Luke wrote about a couple, Jeff and Cheryl Petra of Olympia, Washington, who were surprised to find that their home had originated as a bungalow. The couple made the discovery during a complete renovation in the wake of 2001’s 6.8 Nisqually earthquake, and the journey gave them a strong sense of connection to their home, a feeling that they never before had about a dwelling. “Step by step, Hovde [a designer] opened Cheryl’s and Jeff’s eyes—not so much to what to call the elements of their home as to understand why they had come to feel so homelike,” Luke wrote. “‘It’s a feeling of being connected,’ Jeff says. ‘Every day when I walk through the door, I simply enjoy how it feels—how the colors and textures all come together, how something beautiful has been resurrected and restored, and how bonded we feel with the [space] in which we live.’”



## MAGAZINE SURVEY DATA ANALYSIS

### RESPONSE TO ADVERTISING

AB readers are known to read issues cover to cover, and by this indicator, the advertising too. 64% have contacted advertisers and nearly half of those have made purchases.

### SUMMARY

From 403 <i>American Bungalow</i> survey respondents:	Median Age .....	49.5
	Median Income .....	\$100,000
	Average Income .....	\$112,372
	Attended/Graduated College+ .....	89%
	Male .....	41%
	Female .....	54%
	Homeowners .....	95%
	Contacted AB advertisers .....	64%
	Purchased as a result of contact .....	47%

### DEMOGRAPHIC PROFILE OF AMERICAN BUNGALOW READERSHIP

In the latest survey of subscribers, the demographic profile of *American Bungalow* readers emerges as affluent, well-educated homeowners who see and source products directly from the pages of our magazine in appreciation of the unique simplicity, comfort and efficiency of the bungalow lifestyle.

#### AGE

*American Bungalow* readers range from 20-somethings (2%) to seniors (60-79: 13%), profiled in a traditional bell-shaped curve. The greatest percentage (63%) of readers are in their prime income producing years — 40-59. 16% are in their 30s, 31% in their 40s, 32% in their 50s, and 5% omitted age data.

#### INCOME

Median income is \$100,000, and average income is \$112,372. More than half (57%) reported incomes from \$50,000 to \$500,000. 38% declined to answer; and this data also excludes superstar, off-the-chart incomes that would skew the numbers to unrealistic levels.

#### EDUCATION

89% of our readers attended or graduated from college, with as many as 28% earning bachelor's degrees, 22% master's degrees and 9% doctorates. The remaining 11% reported a high school education (3%) or skipped the school question (8%). Another 3% attended graduate school without earning a degree.

#### GENDER

A higher percentage of readers are women (54%), typical of a shelter publication. Notably, the percentage difference is only slight, indicating a shared interest in bungalow architecture and in the restoration, upgrade and decoration of bungalow homes among male and female *American Bungalow* readers.

#### HOMEOWNERSHIP

A remarkable 95% of our readers own their homes.

# AMERICAN BUNGALOW

## Here's a sample of what advertisers are saying...

"IF YOU PRODUCE ANYTHING ARTS AND CRAFTS, *American Bungalow* is the only place to be."

- Chris Efker, Craftsmen Hardware  
Marceline, Missouri

"OF THE MANY PUBLICATIONS WE ADVERTISE IN, there is not a one that comes close to *American Bungalow* for return on investment. *American Bungalow* readers appreciate what the advertisers have to offer. The leads from this publication are more likely to turn into sales than any other and the average sale from an *American Bungalow* lead is the largest of any of our publications."

- Brian Stowell, President, Crown Point Cabinetry  
Claremont, New Hampshire

"AS THE MOST WELL-ESTABLISHED PUBLICATION in its field, *American Bungalow* has given us access to a nationwide audience of homeowners and collectors who appreciate the Arts and Crafts style. It has been one of our most effective marketing tools."

- Jim Webb, Studio 233 Artist Lighting  
Hopewell, New Jersey

"I'M VERY HAPPY WITH *AMERICAN BUNGALOW*. I've gotten excellent response to justify my investment. My product is intended specifically to the Arts and Crafts aficionados who read the articles and ads in *American Bungalow*."

- Gary Knapp, Cats Eye Craftsman  
Stevensville, Montana

"I HAVE ADVERTISED IN SEVERAL DIFFERENT PUBLICATIONS... The line that most often introduces most all of the email inquiries I receive: "I saw your ad in *American Bungalow* and I'd like to know more about . . . " "

- Jim Dailey, Present Time Clocks  
Acme, Washington

"WE GET A BETTER RETURN ON INVESTMENT with our ads in *American Bungalow* than in any other publication we advertise with. *American Bungalow* readers are serious, educated and spend money."

- Michelle Steinback, General Manager  
Schoolhouse Electric Company, Portland, Oregon

"*AMERICAN BUNGALOW* ADS have been great for me. I wish I hadn't put it off for so long!"

- Fay Jones Day, Owner  
Fay Jones Day Tile, Corvallis Oregon

"COMPARED TO OTHER MAGAZINES, *American Bungalow* is way ahead. *American Bungalow's* been my best source for new customers."

- Laura Wilder, Artist, Laura Wilder Period Style Artwork  
Rochester, New York

"ADVERTISING WITH *AMERICAN BUNGALOW* has been, hands down, the best and most effective advertising experience we've had. They truly know and honor the meaning of 'quality' and 'customer service.' It is a rare pleasure working with their friendly, capable staff. I honor our true partnership and continued commitment to impeccable quality."

- Carol Alleman, Owner/Artist, Alleman Studios, Inc.  
Tucson, Arizona

"WARREN AND I DEFINITELY FEEL that *American Bungalow* Magazine has put us on the map. It is hard to reach our clientele and *American Bungalow* has been the only one to really succeed. We have been able to set up dealers, sales reps and clients across the United States from just one inside-cover ad. Customers call consistently from new ads and old. They treasure the magazine as a resource guide. The quality of the magazine makes us comfortable that we are in good company. I think the clients feel this way also."

- Gillian Hile, Hile Studio, Inc.  
Monrovia, California



## MAGAZINE ADVERTISING RATES

*American Bungalow* is published for enthusiasts of the Arts and Crafts style and homes built in the early-20th century. It offers information on preservation, building new homes and restoration, and features articles on furnishings, history, collectibles and the lifestyle that the Arts and Crafts home affords.

AD SIZE	1X		4X	
	COLOR	BW	COLOR	BW
2-PAGE SPREAD	\$3,603.00	\$2,700.00	\$3,242.00	\$2,431.00
FULL PAGE AD	\$2,145.00	\$1,707.00	\$1,930.00	\$1,537.00
HALF PAGE	\$1,446.00	\$1,147.00	\$1,303.00	\$1,033.00
1/3 PAGE	\$1,128.00	\$879.00	\$1,015.00	\$792.00
1/4 PAGE	\$985.00	\$765.00	\$885.00	\$689.00
1/6 PAGE	\$745.00	\$595.00	\$671.00	\$537.00
BUSINESS CARD	\$488.00	\$390.00	\$440.00	\$352.00

### FULL PAGE COLOR COVERS

FRONT INSIDE COVER	\$2,995.00
BACK INSIDE COVER	\$2,745.00
BACK COVER	\$3,600.00

#### Payment Terms:

Net 30 days of invoice. Interest at 1<sup>1</sup>/<sub>2</sub>% per month will be charged on past due invoices.

#### Cancellations:

Cancellations or changes in insertion orders cannot be accepted after closing date. A previously run ad will be inserted for contract advertisers whose new ad materials are not received by closing date.

#### Additional Ad Charges:

Ad alterations, revisions, consultation or blueline charges: \$50/hour.

Supplied ad materials will be returned if a SASE is provided.

Professional drum scan of transparency: \$60.

Ads will be archived for 12 months only.

Serving the fastest-growing and potentially largest segment of the old-house restoration movement, *American Bungalow* caters to homeowners, restorers, architects, contractors and designers.

09/12

**QUESTIONS:** e-mail [setje@ambungalow.com](mailto:setje@ambungalow.com) or call 1 888 286-4256 (888-BUNGALO) or visit [ambungalow.com](http://ambungalow.com)

# AMERICAN BUNGALOW

## MAGAZINE SCHEDULE 2019

### **SPRING**

### **ISSUE #98**

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Ad Commitments:	November 18
Artwork Due:	November 28
Publishing Date:	February 1

### **SUMMER**

### **ISSUE #99**

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Ad Commitments:	February 17
Artwork Due:	February 24
Publishing Date:	May 2

### **FALL**

### **ISSUE #100**

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Ad Commitments:	May 18
Artwork Due:	May 25
Publishing Date:	August 1

### **WINTER**

### **ISSUE #101**

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Ad Commitments:	August 17
Artwork Due:	August 24
Publishing Date:	November 1



# MAGAZINE AD SPECIFICATIONS

American Bungalow is digitally printed using Adobe Indesign CS4,  
 in cmyk, web offset printing (150 line screen, cover: 175 line screen)  
 Final trim size is 8 3/8 x 10 7/8

✓ AD SIZE	WIDTH × DEPTH		
<b>FULL PAGE</b>			
— Non-bleed <i>(white margins surround ad on page)</i>	7 1/4 × 9 3/4		
— Bleed <i>(Keep important art/contact info within 7.75" x 10.5")</i>	8 5/8 × 11 1/8		
— Double Page spread <i>with bleed</i>	17 × 11 1/8		
<b>1/2 PAGE</b>			
— Vertical	3 1/2 × 9 3/4		
— Horizontal	7 1/4 × 4 3/4		
<b>1/3 PAGE</b>			
— Vertical	2 1/4 × 9 3/4		
— Horizontal	7 1/4 × 3		
— Square	4 3/4 × 4 3/4		
<b>1/4 PAGE</b>			
— Vertical	3 1/2 × 4 3/4		
— Horizontal	7 1/4 × 2		
<b>1/6 PAGE</b>			
— Vertical	2 1/4 × 4 3/4		
— Horizontal	3 1/2 × 3		
<b>BUSINESS CARD</b>			
— Business Card	3 1/2 × 2		

TAN COLOR IS TRIM 8 3/8 X 10 7/8, EXCEPT FOR FULL BLEED PAGE

Please forward these specs to your Graphic Designer.  
 These specs are also available at: [www.ambungalow.com/advertise](http://www.ambungalow.com/advertise)





# AMERICAN BUNGALOW

## DIGITAL GUIDELINES

*American Bungalow* is produced on Apple Macintoshes using Adobe Indesign CS4.  
All submitted files must be in digital format. Supplier of advertising must take total responsibility for checking the quality and integrity of their files before submission.

### ACCEPTABLE FILE FORMATS

All images must be CMYK (cyan, magenta, yellow, black), 300 dpi. No RGB (red, green, blue) files. Please include a digital proof with your ad. *American Bungalow* is not liable for any color discrepancies. Black and white line art resolution should be a minimum of 1200 dpi.

■ **PDF** - PDF made with PDF/x-1a:2001 preset from a postscript (ps) file.

Press-optimized/press quality PDF files using Adobe Acrobat Distiller 4.0, or later, and your postscript file.

■ **INDESIGN AND QUARXPRESS** - PDF made with PDF/x-1a:2001 preset.

We recommend using Preflight or Flightcheck software to troubleshoot your files and completely collect them for output. Use only process CMYK colors. High resolution images should be 300 dpi and be in your ad at 100% size, not larger. View your PDF carefully to make sure all fonts and colors are correct. Please include crop marks for full-size bleed ads.

■ **PHOTOSHOP** - Save your file as a CMYK TIFF or EPS file OR create a PDF with PDF/x-1a:2001 preset.

Your file resolution must be 300 dpi, not less, or your file will not print cleanly or crisply. 300 dpi matches the 150-line screen of the magazine. If your image is RGB—a format used for Web display—your image will print with an unattractive greenish cast. Be careful if you have used a 4-color black and later mix your image in with a layout black; there is a visible tonal difference when printed.

■ **ILLUSTRATOR** - Save your file as a CMYK EPS file OR create a PDF with PDF/x-1a:2001 preset.

Please make certain your fonts are outlined and images embedded, and save your file as an EPS file or make a PDF.

**WE DO NOT ACCEPT:** Native Indesign or Quarkxpress files, Word, Powerpoint, Corel Draw, Pagemaker files, film.



## DIGITAL FILE INFORMATION

### ✓ AD CHECKLIST:

#### DATE:

CONTACT/DESIGNER \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_

FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

#### JOB DESCRIPTION:

AD SIZE  COLOR  BW

SYSTEM TYPE:  MAC  WINDOWS

#### APPLICATION/VERSION:

ACROBAT PDF  ILLUSTRATOR EPS

PHOTOSHOP EPS OR TIFF

PRINTOUT OF DISK DIRECTORY INCLUDED.

**DIGITAL COLOR PROOF (LASER OKAY FOR BW ADS).**

A DIGITAL COLOR PROOF WILL MOST CLOSELY MATCH HOW YOUR AD WILL PRINT, AND WE WILL CHECK IT AGAINST OUR MAGAZINE PROOFS. MONITORS AND DESKTOP PRINTERS REQUIRE STRICT CALIBRATION, AND SHIFTS OFTEN OCCUR WHICH DO NOT INDICATE HOW YOUR AD WILL TRULY PRINT.

### ✓ SEND US YOUR FILES:

#### ■ SEND YOUR CD WITH PROOF TO:

AMERICAN BUNGALOW MAGAZINE  
123 S. Baldwin Ave.  
Sierra Madre, CA 91024  
Attn: Setje: Advertising 888-286-4256

#### ■ E-MAIL SMALL FILES 9M OR LESS TO:

Faye@ambungalow.com and Antje@ambungalow.com  
Please send a Stuffit or Zip file with your company name as the file name.

#### ■ QUICK UPLOAD ON OUR WEBSITE:

Go to [www.ambungalow.com/quick-upload/](http://www.ambungalow.com/quick-upload/) to choose and submit your file.

#### ■ UPLOAD LARGE FILES 10M OR MORE TO OUR FTP SITE:

Please use an FTP program; you can download FileZilla (Scroll down to get the Mac version) here:  
<http://filezilla-project.org/download.php>

Once it's installed, and you open the program, it'll ask for 3 things: Host, Username, and Password. Anything else can be left blank.

Host: [ftp.americanbungalow.com](ftp://ftp.americanbungalow.com)  
Username: adsftp  
Password: 303uploader

Click "Quickconnect" once the information is entered. As FileZilla logs onto the FTP server, it displays its activities and statuses in the window at the top of the screen. After it has logged onto the server, it displays two sets of file folders in two windows. On the left side ("Local site") are the folders on your computer, and on the right side ("Remote site") are folders on the FTP server. Find your zipped ad file on the left, select it, and drag it to the folder titled "web\_upload" on the right. Again, you should see a sequence of commands in the top window; if it looks like nothing is happening, click "Transfer ----> Process Queue" from the menu at the top. Once it's done ("Status: file transfer successful, transferred xxx bytes in y seconds") let us know and tell us the filename.

If you need technical assistance, call our webmaster at 800 350-3363 weekdays 9 a.m.-5 p.m., Pacific time.

Please e-mail [Setje@ambungalow.com](mailto:Setje@ambungalow.com) and [Faye@ambungalow.com](mailto:Faye@ambungalow.com) after your files are successfully uploaded.