

# Dwell at a glance

Engage affluent, well-educated Dwell™ Design Seekers in ten powerful issues.

## FRACTIONAL/MODERN MARKET CLOSING MATERIALS

Issue	Closing Date	Materials Deadline	On Sale*
Dec/Jan 07	Sep 13	Sep 19	Nov 21, 06
February 07	Oct 19	Oct 25	Jan 2, 07
March 07	Nov 15	Nov 21	Feb 6, 07
April 07	Jan 2	Jan 8	Mar 13, 07
May 07	Feb 6	Feb 12	Apr 17, 07
June 07	Mar 14	Mar 20	May 22, 07
Jul/Aug 07	Apr 17	Apr 23	Jun 26, 07
Sep 07	May 21	May 25	Jul 31, 07
Oct 07	Jun 26	Jul 2	Sep 4, 07
Nov 07	Aug 7	Aug 13	Oct 16, 07
Dec/Jan 08	Sep 12	Sep 18	Nov 20, 07

\*Subscribers receive issue up to 10 days prior

## FULL PAGE CLOSING MATERIALS

Issue	Closing Date	Materials Deadline	On Sale*
Dec/Jan 07	Sep 27	Oct 3	Nov 21, 06
February 07	Nov 2	Nov 8	Jan 2, 07
March 07	Dec 4	Dec 9	Feb 6, 07
April 07	Jan 17	Jan 23	Mar 13, 07
May 07	Feb 21	Feb 27	Apr 17, 07
June 07	Mar 28	Apr 3	May 22, 07
Jul/Aug 07	May 1	May 7	Jun 26, 07
Sep 07	Jun 5	Jun 11	Jul 31, 07
Oct 07	Jul 11	Jul 17	Sep 4, 07
Nov 07	Aug 21	Aug 27	Oct 16, 07
Dec/Jan 08	Sep 26	Oct 2	Nov 20, 07

### Design Seekers are getting more Dwell than ever before, Folio Size Continues to Grow

Launch Issue	98 pages
2001 Average Issue	98 pages
2002 Average Issue	110 pages
2003 Average Issue	144 pages
2004 Average Issue	170 pages
2005 Average Issue	198 pages
October 2006	290 pages
Edit/Ad Ratio	45/55%

Source: Publisher's Estimate

### Unique Readership: Affluent, Professional, Well-Educated Homeowners

#### Unique Duality: Dwell reaches both the consumer and the trade

- > 48% Male, 52% Female
- > Median HHI \$118,000
- > Median age 43 years
- > 60/40 Consumer/Trade
- > Study yielded an impressive response rate of 61.8%

Source: Conducted in 2005 by Erdos & Morgan; ABC Audited

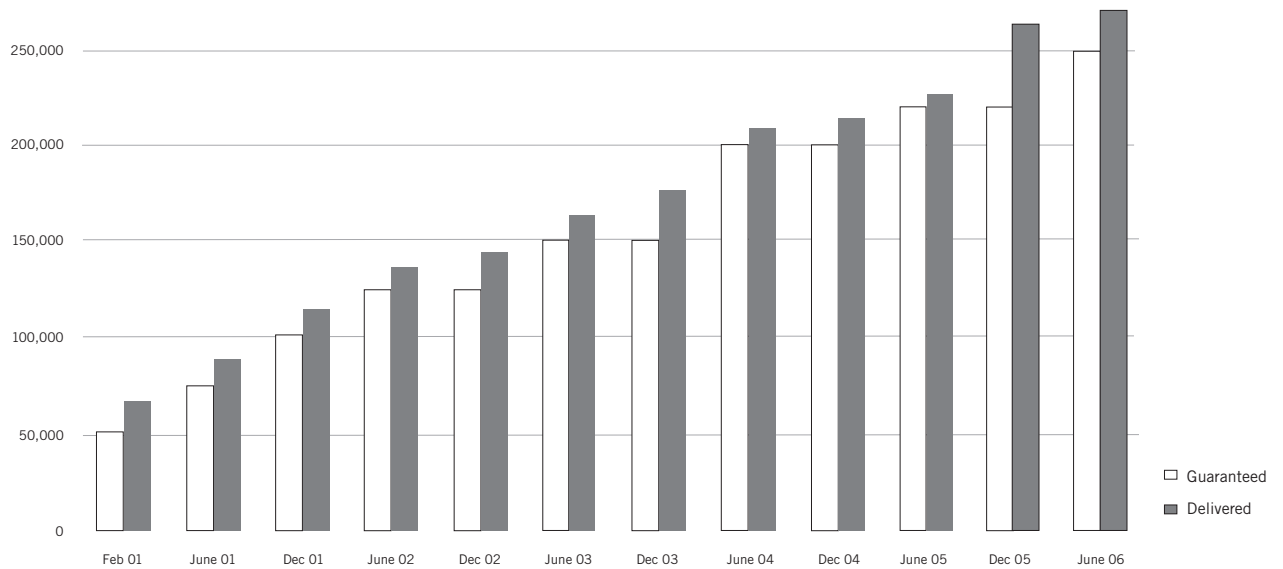
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**CIRCULATION HIGHLIGHTS**

- > Guaranteed rate base for 2007 is 300,000 (Starting with the February 07 issue)
- > Average paid circulation for 6 months ending June 2005: 272,043 (On a guarantee of 250,000)
- > Top 10 Ranking in Cappell's 23rd Annual "Best Performers in Circulation for 2005"  
the only independent publication on the list
- > ABC Member

**Dwell consistently provides advertisers with bonus circulation**



**Circulation Mix**

Paid Subscribers	71%
Newsstand	29%

**Pricing**

Single Copy	\$4.99
Basic Subscription Rate	\$24.00

**Dwell Shows Phenomenal Circulation Growth**

- 429% Paid Circulation Growth since our first ABC audited issue
- 9% Growth in Newsstand Sales from 1st half 2005 to 1st half 2006
- 12.5% Average bonus circulation

**Low Out of Pocket/Prestigious Advertising Environment**

- 55% Increase in Advertising Pages from 2001 to 2002
- 125% Increase in Advertising Pages from 2002 to 2003
- 34% Increase in Advertising Pages from 2003 to 2004
- 28% Increase in Advertising Pages from 2004 to 2005