

# Home, Garden and Homestead

The Media Guide to Smart Modern Living

The logo for Home, Garden and Homestead (HG&H) features the letters 'HG&H' in a serif font, with the ampersand in a smaller size. The text is white and set against a solid green rectangular background.

[www.HomeGardenandHomestead.com](http://www.HomeGardenandHomestead.com)

*Home Garden and Homestead* is the guide to the best new products that enhance natural and independent living. HG&H offers a unique, cost-effective way to get information about your products to media people who cover homes, gardens, natural products, do-it-yourself projects and homesteading.

## **Rate Card (2015)**

### **Basic Category Story     \$995**

A custom-written story about your product or service, written in AP news style. This story is designed to succinctly describe the features and benefits of your product. Using AP style ensures the most media pickups, because the information is ready to drop into a writer's column or an editor's round-up story. Up to 150 words. Includes one color photo (provided by client). *Listings are limited to five companies in each category.*

### **Premium Category Story     \$1,495**

An extended-length story about your product or service, written in AP news style. This custom-written story will describe the features and benefits of your product. Using AP style ensures the most media pickups, because the information is ready to drop into a writer's column or an editor's round-up story. Not only will your story be twice as long as a Basic Category Story, it will also receive premium placement in the category you select. Up to 250 words. Includes one color photo (provided by client).

### **Full Page Feature     \$2,995**

A full-page feature story about your product and your company will be custom-written in AP news style. This full-length feature story (up to 500 words) will appear at the front of Home, Garden and Homestead—before the category stories. This preferred placement will give your story the best possible visibility for the largest potential for media pickups. **In addition, you will receive a Premium Category Story at no additional cost—a \$1,495 value.** Your free Premium Category Story will receive premium placement in the category you select. Full Page Feature story includes one or two color photos as space allows. (Photos provided by client).

### **Deadlines for Spring 2015 Edition**

Space Reservations—January 16, 2015  
Materials Deadline—January 30, 2015  
Distributed to Media—February 12, 2015

### **Deadlines for Fall-Holiday 2015 Edition**

Space Reservations— August 3, 2015  
Materials Deadline— August 14, 2015  
Distributed to Media— August 31, 2015

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