



ReadyMade
2010 MEDIA KIT

WHO WE ARE

welcome to the
**creative
community**



ReadyMade is a place where everyone can be creative from showcasing an artist's work to providing step-by-step instructions for tackling a weekend project. ReadyMade understands the value its readers place on creativity, and as a result, the relationship they foster with things around them.

Now more than ever, we are a culture driven by personal creativity. We look for it in every area of our lives. We cherish things that are genuinely worthwhile, that are well made.

ReadyMade is the magazine and website for the creative community. No other media brand is so singularly dedicated to the creative lifestyle – creating a vibrant forum of ideas, inspiration and exchange.

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OUR VOICE

“**ReadyMade** is an editorial voice that challenges, leads and builds community. Almost **60% of our content is user generated** which allows for an open dialogue between editors and our readers – like a creative forum where we share tips, tricks and inspiration from our readers with our readers. We stand for **all things creative**. In addition to featuring the problem-solving projects our readers have always loved, we’re taking a closer look at **all things well made** and the insanely gifted **people who make them**.”

-- Andrew Wagner, Editor-in-Chief

ReadyMade

EDITOR-IN-CHIEF



MEET ANDREW WAGNER

Andrew Wagner is the editor-in-chief of *ReadyMade* magazine. Prior to coming to *ReadyMade*, he was the editor-in-chief of *American Craft* magazine. Wagner was also the executive editor and founding managing editor of *Dwell* magazine, where he helped push the boundaries of architecture and design journalism, garnering the publication the American Society of Magazine Editors (ASME) General Excellence Award in 2005.

In 1997, Wagner founded *LIMN*, the unorthodox design and arts magazine published by the equally unorthodox furniture and design company of the same name, and served as its editor-in-chief until 2000. Wagner was also the founding editor of *Dodge City Journal*, a magazine dedicated to documenting life in America's under-explored cities.

Additionally, Wagner has been a guest lecturer at:

- University of California, Berkeley
- Southern California Institute of Architecture
- California College of Arts
- Columbia University

His writing has been published in:

- *Azure*
- *Blueprint*
- *Breathe*
- *Loud Paper*
- *The San Francisco Chronicle*
- *Travel and Leisure*

OUR MANIFESTO

SINCE THE VERY FIRST ISSUE, READYMADE BELIEVES...

- ✧ OUR READER ACKNOWLEDGES EVERYDAY OBJECTS ARE PRECIOUS GEMS.
- ✧ A HEIGHTENED AWARENESS OF EXPERIENCE AND PROCESS IS THE WHOLE POINT – WHETHER IT'S EATING A MEAL, MAKING A PROJECT, OR EXPLORING A NEW CITY.
- ✧ QUALITY, HISTORY AND TRADITION ARE APPRECIATED.
- ✧ CONTENT WILL ENTHUSIASTICALLY PROMOTE LEARNING THROUGH PROJECTS THAT INVITE COLLABORATION AND GENERALLY DEBUNK THE MAKER-AS-AUTEUR.
- ✧ PROJECTS WILL IN SOME WAY REDEFINE SPACE, MATERIAL, FUNCTIONALITY OR CONTEXT.

APPROACH TO SUSTAINABILITY



TALKING GREEN

Since its launch in 2001, ReadyMade promotes a sustainable lifestyle through the vernacular of design, which makes the topic accessible to everyone.

WALK THE TALK

ReadyMade has been printing on post consumer recycled paper since our launch in December 2001, even when we couldn't afford to pay the premium.

IT'S ABOUT A LIFESTYLE

We've been running "green issues" for over nine years because environmental conscientiousness is a behavioral characteristic of ReadyMade's target demographic, not just a passing trend.

ACTIONABLE INSPIRATION

Every issue of ReadyMade includes a mix of sustainability features like eco-pioneer profiles, cooking with organic ingredients, green home furnishings, home solutions and projects for reusing and recycling materials all designed to inspire readers to re-think everyday objects.

EDITORIAL CALENDAR

2010 ISSUES



THE ESCAPE ISSUE [FEB/MAR]

- ~ Create your own backyard escape
- ~ Staycation, vacation and work exchange trip ideas
- ~ How to make ricotta cheese and chocolate treats
- ~ Choose your own brunch adventure
- ~ Why It's Worth It: Your favorite pricey products



THE FOOD & ENTERTAINING ISSUE [APR/MAY]

- ~ Young pioneers who are changing the way we eat, grow and think about our food
- ~ Design your own kitchen garden
- ~ Kitchen essentials and the secrets of restaurant kitchens
- ~ Farmer's market shopping tips and recipes



THE GREAT OUTDOORS ISSUE [JUN/JUL]

- ~ Coast-to-coast road trip
- ~ Backcountry cook-off: young chefs develop a gourmet meal
- ~ Custom outdoor furniture and how-to build backyard fire pits, patios and bench seating
- ~ Roundup of our favorite cultural sites to visit

THE GET ORGANIZED ISSUE [AUG/SEPT]

- ~ Everything you need to revitalize yourself from head to toe
- ~ Pantry staples you shouldn't live without
- ~ Creative ways to get organized at home
- ~ Take-to-work lunch lessons
- ~ Go-to websites for new music and book recommendations
- ~ How to speed clean your house



THE UNIQUE SPACES ISSUE [OCT/NOV]

- ~ The best in innovative design under 1,000 square feet
- ~ Workshop and studio tours of our favorite designers
- ~ Trick out your Thanksgiving dinner
- ~ Make your own Halloween getups

THE ENTERTAINING ISSUE [DEC/JAN]

- ~ Annual gift guide
- ~ How to dress up your mantel
- ~ Sustainability tips for winter: eco-friendly Xmas trees and what to do with excess packaging
- ~ Healthy winter treats
- ~ Natural cold cures

*Editorial calendar subject to change

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CLOSING DATES

2010 ISSUE	ON-SALE	AD CLOSE
February/March	1.26.10	11.24.09
April/May	3.23.10	1.26.10
June/July	5.25.10	3.30.10
August/September	7.27.10	6.1.10
October/November	9.28.10	8.3.10
December/January	11.28.10	9.28.10

DEMOS

Reach an influential community of consumers who have made creativity a lifestyle and who are receptive to your brand message. This specific group of consumers always seem to have the inside scoop on the next big trend and act as the voice of culture.



MEET THE READYMAKER

AUDIENCE	1.4 million
FEMALE/MALE RATIO	84%/16%
AGE 18-34	58%
AGE 18-39	64%
AGE 18-49	77%
AGE 25-54	66%
MEDIAN AGE	33.2
MEDIAN INCOME	\$52,894
MEDIAN HOME VALUE	\$239,112
HOMEOWNER	61%
MARRIED	50%
CHILDREN UNDER AGE 18	44%
ATTEND/GRAD COLLEGE	81%
PROFESSIONAL/MANAGERIAL	38%
EMPLOYED FULL TIME	70%
READERS PER COPY	4.35

Source: MRI Spring 09 Prototype

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ReadyMade

ReadyMade is a lifestyle brand inspiring the Gen X/Y community to rethink, reuse and reinvent the ordinary through Design-It-Yourself home decor, personal style, food and entertaining.

ReadyMade

Published 6x year
1,400,000 Readers
325,000 Circulation

ADVERTISING RATES

Thumbnail Rate: \$495.00

- * Email photo of ad
- * Email 1-4 word title (bold/color)
- * Up to 15 word description of product
- * Website and/or phone

ABOUT THE READERS

Female/ Male Ratio: 84% / 16%
Age 25-54: 66%
Median Age: 33.2
Median Income: \$52,894
Median Home Value: \$239,112
Married: 50%
Children Under Age 18: 44%
Attend/ Grad College: 81%
Employed Full Time: 70%
Readers Per Copy: 4.35

HOW TO PLACE YOUR AD

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