

# BLACKMAN **AT HOME**

A modern, curved, black faucet is the central focus of the image. It is set against a light-colored, textured background, possibly a wall or a window with blinds. The faucet is mounted on a dark, reflective surface, likely a sink or countertop. The lighting is soft and directional, creating highlights on the faucet's surface and casting a shadow on the surface below. The overall aesthetic is clean and contemporary.

MEDIA KIT  
2017

[WWW.BLACKMAN.COM](http://WWW.BLACKMAN.COM)

# BLACKMAN AT HOME

---



To Our Valued Partners,

BLACKMAN AT HOME is more than just a magazine, it encompasses the lifestyle that is Blackman and our belief that a home is a true reflection of those who enjoy living in it. The magazine has continued to grow and drive excitement and we look forward to your continued support.

We would love to see your participation in our upcoming February publication. The issue will be mailed to 25,000 homes in Bergen County, New York City, Southampton, and West Palm Beach. In addition, copies are available at all Blackman locations. Our sales team also utilizes the magazine when calling on important designers and customers. In our upcoming issue we will focus on the New York experience from the iconic buildings that dot the skyline to insider secrets and must-sees.

Enclosed please find the rate card and additional information about the publication in our BLACKMAN AT HOME Media Kit. To commit your support in the February issue of BLACKMAN AT HOME please fill out the included order form and email back to Sophia Koutsiaftis [sophia@aspiremetro.com](mailto:sophia@aspiremetro.com)

Thank You,

A handwritten signature in black ink, appearing to read 'David Lyon', with a long horizontal flourish extending to the right.

David Lyon

VP of Retail Division  
Blackman at Home

**VIST [WWW.BLACKMAN.COM](http://WWW.BLACKMAN.COM) FOR PAST ISSUES**

# BLACKMAN AT HOME

## Kitchen & Bath Style Merges With Relevant Cultural Topics For Today's Luxury Consumers



Increasingly, consumers are searching for a richer relationship with the stores they visit. They want to immerse themselves in knowledge and choice, as well as enriching their home lives with technology, functionality and style. BLACKMAN AT HOME magazine offers readers a fresh perspective on the products they showcase. It is a compelling read for anyone interested in kitchen and bath trends and unique products, as well the premier services offered by BLACKMAN.

Explore the world of art, design, architecture, food, entertainment, culture, innovators and real estate opportunities in the next issue of BLACKMAN AT HOME. We will hone in on four distinctive regions including New York City, Brooklyn, New Jersey and West Palm Beach. This issue will touch on high-rise luxury living in these areas, as well as the unique energy and vibe of each community. From up-and-coming eateries launching in New York's vibrant restaurant scene to the impressively updated Norton Art Museum in West Palm Beach or an insider's view of Watermark Designs, the Brooklyn-based manufacturer of luxury faucets and bath products, our topics are both timely and thought-provoking.

Since 1921, The Blackman name has come to represent unsurpassed quality, luxury and service. And through compelling content, BLACKMAN AT HOME magazine places luxury kitchen and baths in its rightful place – as curator of style and experience. World-renowned writers, photographers, editors and artists come together in each issue to remind readers of what is truly worth their valuable time and money. And in doing so, they enable BLACKMAN AT HOME magazine to redefine luxury and deliver an exclusive, highly engaged audience into the hands of savvy advertisers.

### BLACKMAN AT HOME ADVERTISING SUPPORT

Sophia Koutsiaftis | 609.510.1351 | [sophia@aspiremetro.com](mailto:sophia@aspiremetro.com)

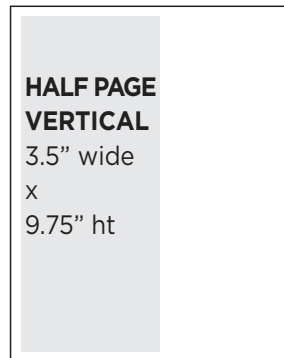
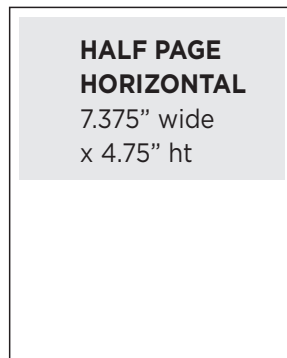
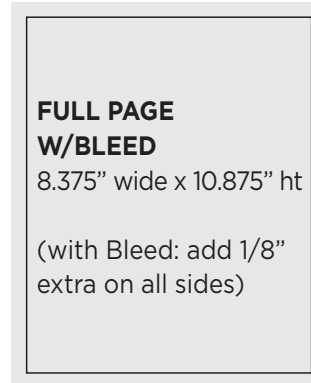
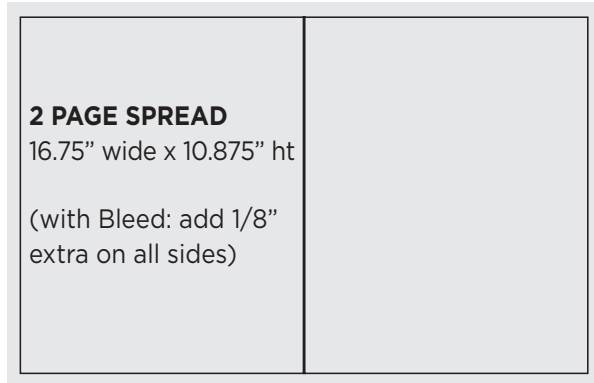
# BLACKMAN AT HOME

MAGAZINE TRIM SIZE 8.375 x 10.875

## AD PRODUCTION SPECIFICATIONS

PREFERRED DIGITAL FILE FORMAT:  
Hi-Resolution PDF

MEDIA: Upload to FTP or Email



### SENDING AD FILES OR ARTWORK:

Hi-resolution PDF files (10 MBs), can be emailed to: [laura@aspiremetro.com](mailto:laura@aspiremetro.com)  
OR upload larger files to our FTP site: [www.aspiremetro.com/upload](http://www.aspiremetro.com/upload)

**SPECIFICATION CHECKLIST:** The most common file pitfalls can be avoided by adhering to the specifications outlined below. Even if you are familiar with the various pitfalls, please take a moment to review this checklist prior to sending in your ad materials.

- \_\_\_ All high-res images & fonts must be embedded/linked when the PDF is generated.
- \_\_\_ **IMAGES MUST BE CMYK OR GRAYSCALE ONLY AND AT LEAST 300 DPI.**
- \_\_\_ DO NOT nest EPS files into other EPS files. Do not imbed ICC profiles within images.
- \_\_\_ Total area density should not exceed SWOP 300% Total Area Coverage.
- \_\_\_ All image trapping must be included in the file.
- \_\_\_ Right Reading, Portrait Mode, 100% Size, No Rotations.
- \_\_\_ Trim, Bleed and Center marks 1/2" outside Trim.
- \_\_\_ No marks included in the "Live" image area.
- \_\_\_ Digital Proof that represents the final digital file.
- \_\_\_ For Color Guidance on Press: Digital, Press, or Off-Press proofs that meet SWOP specifications. A 6mm 5%, 25%, 50%, 75%, 100%, C, M, Y, K, patch strip for quality control must be included on the SWOP proof. Proofs that don't meet SWOP criteria will be used for color break only. We recommend that you proof your job at a local service bureau since the color on your monitor will not match the color produced by a web offset press unless you have a monitor that has been accurately calibrated to SWOP standards.

**ADS WITHOUT A COMPLETE SET OF COLOR GUIDANCE PROOFS  
WILL BE ACCEPTED AT THE ADVERTISER'S RISK.**

**LIVE MATTER SAFETY:**  
Keep important illustrations,  
logos and text at least 1/2"  
from edges and gutter.

DESKTOP FILE FORMAT:  
Convert ads to PDF (hi-res, Press  
quality). Only one ad per file.  
**All images must be CMYK  
converted, and at least 300dpi.**

COLOR ADS:  
**All ads must be designed in CMYK  
mode.** Spot Pantone (PMS) colors  
are available only at an additional  
charge. Please contact your  
Account Representative.

TIPS: 4/C black. DO NOT set at 100C,  
100M, 100Y, 100K. We recommend 40  
to 60C, 100K for Rich Black. When in  
doubt, use a standard 1/C, 100% Black.

TRAPPING:  
All text placed over dark backgrounds  
must be set to "Knockout".  
Advertisers are responsible for setting  
all trapping values in their files.

FONTS:  
Color and reverse type smaller than  
10 point cannot be guaranteed perfect  
registration and is not recommended.

CHARGES:  
Advertisers will be charged for  
any work required to update  
advertiser-provided files to meet our  
requirements. Any corrections are  
billed back to advertiser at  
publisher's cost.

PRODUCTION SERVICES:  
We have ad design services available.  
Prices for these services will be quoted  
on a per-job basis. Please contact  
your Account Representative to  
obtain cost information and  
specifications for ad design services.

For additional information  
about our requirements,  
please contact the  
art department at  
845-534-6110 or  
[laura@aspiremetro.com](mailto:laura@aspiremetro.com)