

# TRADITIONAL HOME MAGAZINE KICKS OFF 2006 WITH A STRONG FEB/MAR ISSUE

January 4, 2006 (NEW YORK) - *Traditional Home*, the best-selling upscale shelter magazine on newsstands, today announced it is starting off the new year in classic form - the magazine's February/March 2006 issue is up 12.4% in ad pages and 19.8% in revenue over the same issue last year. *Traditional Home* also finished 2005 with a 17.8% increase in revenue over 2004.

"This success is a testament to our consistency," said *Traditional Home* Publisher Pamela Daniels. "Our accomplished editorial team, led by Editor-in-Chief Ann Maine, continues to evolve the magazine, while staying true to its essence: exceptional home coverage for affluent women with classic, modern tastes. As a result, our readers remain fiercely loyal and our ad revenue and pages have grown steadily over the past five years."

New advertisers in the issue include Henredon, Botox, Princess Cruises, Wesley Allen, Ford, Natuzzi and Bernhardt.

The February/March 2006 issue hits newsstands on January 17th. In the issue, *Traditional Home* will announce its 2006 Classic Woman Awards, a signature program that celebrates the spirit of volunteerism by honoring standout women across the country who make a difference in their communities.

The magazine will also feature beautiful homes, from Beverly Hills, Los Angeles and Seattle to Westchester County and Minneapolis, a trend piece on Asian influences on home décor and fashion, a delicious Sunday night supper menu from *Traditional Home* Master Chef Suzanne Goin, owner of Los Angeles' trendy restaurants Lucques and AOC, and a series of "red" design stories tied to Heart Disease Awareness Month in February. In addition, the issue's "Animal Kingdom" feature will show readers all they need to know about pet-friendly (and pet resistant!) decorating.

## **About *Traditional Home***

*Traditional Home* ([www.traditionalhome.com](http://www.traditionalhome.com)), an upscale design and decorating publication targeting affluent readers that combines classic taste and modern style, has been the best-selling shelter magazine at newsstands for nine consecutive years. Launched in 1989, the magazine is the largest upscale shelter magazine in the country, has a circulation of 950,000, and is published eight times a year. *Traditional Home* was recently named one of the Most Notable Magazine Launches of the past 20 years by *MIN* magazine.

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