

Traditional Home Magazine Debuts Digital "Trad Home"

THIS NEW ONLINE SHELTER PUBLICATION IS CO-CREATED WITH LONNY & WILL POST EDITIONS IN MAY & OCTOBER

NEW YORK, April 13, 2011 [PRNewswire/](#) -- Traditional Home, America's largest upscale shelter magazine, today announced the launch of Trad Home, a new online shelter publication. Trad Home, co-created by the editors of Traditional Home and Lonny, the leading online shelter magazine, will post two issues this year, in May and October, and feature 100% original content intended for the next generation of design lovers.

(Logo: <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>)

Trad Home was created to capture a new "evolved traditional" design aesthetic, and the launch issue will be centered around the "New Traditionals" -- one of Traditional Home's signatures -- the annual "hot list" of designers to watch. The "New Trad" will be featured in both the May print edition of Traditional Home and the May digital edition of Trad Home, and the latter will greatly expand on the franchise by featuring a multi-page project by each designer or design team.

Additionally, in a first-ever brand extension for the digital property, Traditional Home is partnering with online shopping destination One Kings Lane to create a series of Trad Home Tastemaker Tag Sales, beginning in June and running through early fall. Each "New Trad" designer will personally curate a room for their own "Trad Home Tag Sale," offering consumers both design inspiration and the ability to buy every item in the room.

"The launch of Trad Home coincides perfectly with the vast resurgence we're seeing in traditional design in the marketplace," said Ann Maine, editor in chief, Traditional Home. "Everything traditional is desirable right now, and we see classic, heritage brands in every category of business re-establishing their presence, and celebrating their legacies."

The May issue of Trad Home launched on www.tradhomemag.com yesterday, April 12, 2011 and will also be featured alongside Lonny editorial at www.lonnymag.com. The issue will be live for six months.

"The launch of Trad Home marks a major milestone in the growth and expansion of Lonny magazine," said Michelle Adams, Editor in Chief of Lonny. "This is an exciting time in the industry as larger corporations like Meredith begin to recognize the relevance of online media, allowing collaborations such as Trad Home to come to light. "We're looking forward to redefining the meaning of 'traditional' and sharing our vision with our current readers and the millions of new readers this collaboration will attract."

About Traditional Home Magazine: As the largest upscale shelter magazine in America, Traditional Home celebrates the union of timeless design with modern living inspiring 5 million design lovers to reinterpret classic elegance in a thoroughly personal way. From home, garden and green living to beauty, entertaining and travel, the magazine is a tribute to quality, craftsmanship, authenticity and family -- a trusted resource that respects the past, lives in the present and embraces products designed for the future. For more information, please visit www.traditionalhome.com. For more information regarding the magazine's new online companion, Trad Home, please visit www.tradhomemag.com.

About Lonny: Launched in October 2009, Lonny is a bimonthly online magazine that focuses on lifestyle and home decor. Founded by designer Michelle Adams and photographer Patrick Cline, Lonny highlights extraordinary interiors, innovative bloggers, and the latest market finds. Lonny has been featured in Vanity Fair, The New York Times, ad blogs worldwide, and has highlighted design luminaries ranging from Cath Kidston to Albert Hadley. For more information, visit www.lonnymag.com.

SOURCE Meredith Corporation

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