

Traditional Home Launches Spring Issue Of tradhomemag.com

NEW YORK, April 23, 2012 **PRNewswire/** -- Design enthusiasts who are anxiously awaiting the arrival of the next issue of TRADhome, the popular online shelter publication from America's largest upscale shelter magazine *Traditional Home*, can now get their next dose of fresh, original design content by logging on now to www.tradhomemag.com.

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

TRADhome premiered in spring 2011, where it succeeded in generating more than 25 million page views and 170,000 unique visitors. TRADhome again offers 100% original content celebrating innovative ideas, products and designers who are re-defining the meaning of traditional design. TRADhome's spring issue is centered around the "2012 New Trads," *Traditional Home's* annual, signature "hot list" of designers to watch. The 10 New Trads are featured along with the 10 design bloggers who submitted them via the recent "10 Days to 10 New Trads" challenge.

"The creation of this second issue was truly a collaborative process and we're proud to introduce a robust new edition which celebrates traditional design in engaging and interesting new ways," said Ann Maine, editor in chief, *Traditional Home*.

The spring 2012 edition of TRADhome is housed on Zinio, the world's largest newsstand, which enables readers to move seamlessly within the publication between text, interactive elements, video and more. TRADhome is available for download from the Zinio newsstand to any desktop, laptop, tablet or mobile device. Separately, *Traditional Home* is planning on launching a *Traditional Home* iPad app later this year.

"The dynamic new platform, coupled with the unique participation of bloggers and designers, proved to be a compelling lure for advertisers as well," added Beth Brenner, publisher, *Traditional Home*. "Over 30 companies bought into this spring issue, running the gamut from hi-end fabric and furniture companies to retailers such as Room & Board, West Elm and Target. Return advertisers include Kravet, Hunter Douglas, Velux, Hinkley Lighting and Mitchell Gold + Bob Williams."

The third edition of TRADhome will launch in fall 2012.

About *Traditional Home*: 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, TRADhome, please visit www.tradhomemag.com.

SOURCE Meredith Corporation

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