

LIVINGLY
media

dyson

SPONSORSHIP EXAMPLES FOR

DYSON



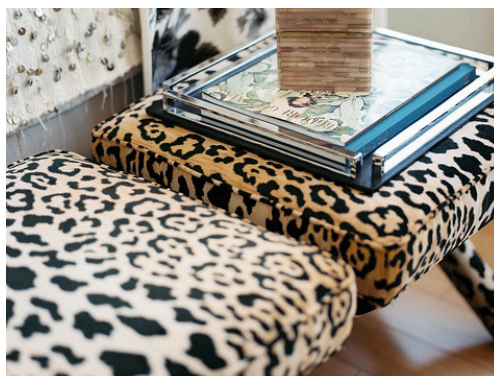


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- IV. Ad Formats



LONNY EDITORIAL CALENDAR

JANUARY/FEBRUARY

• Refreshing Your Home for New Year

Space/Material Close: December 13, 2013



MARCH

• Kids' Issue

Space/Material Close: February 21, 2013



APRIL

• Eco Issue

Space/Material Close:
March 21, 2013



MAY

• Outdoor Entertaining Issue

Space/Material Close: April
18, 2013



JUNE

• Wedding Issue

Space/Material Close:
May 23, 2013



JULY / AUGUST

• Summer Travel Issue

Space/Material Close:
June 20, 2013



SEPTEMBER

• Fashion Issue

Space/Material Close:
August 22, 2013



OCTOBER

• Fall Makeover Issue

Space/Material Close:
September 19, 2013



NOVEMBER

• Entertainment Issue

Space/Material Close:
October 17, 2013



DECEMBER

• Holiday Issue

Space/Material Close:
November 14, 2013



LONNY'S NEW WEB EXCLUSIVES

New, constantly refreshed editorial features and integration opportunities:

- ***I'm Obsessed*** – Updated daily: editors take turns selecting a theme and highlighting five related products they live for
- ***While We Were Out*** – With an eye on design, editors cover the weekly scoop on events, happenings, restaurants and local hot spots
- ***10 Questions with a Designer*** – Lonny-exclusive weekly Q&As with influential designers
- ***Lonny Guest Column*** – Once a week, Lonny gives the reigns to notable contributors from chefs to interior designers
- ***In the Details*** – Tastemakers submit snapshots of indelible moments and places of inspiration in their lives
- ***In the Spotlight*** – Coming soon! Editors make a statement each day by highlighting a new item they're loving



ZIMBIO EDITORIAL CALENDAR

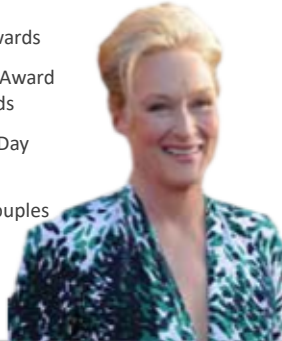
JANUARY

- People's Choice Awards
- SAG Awards
- Critic's Choice Movie Awards
- Golden Globe Awards
- 5 Hottest Stars Under 25



FEBRUARY

- Oscars
- Grammy Awards
- The Zimbio Award Show Awards
- Valentine's Day
- 100 Hottest Celebrity Couples



MARCH

- SXSW
- TV Couples March Madness



APRIL

- Academy of Country Music Awards
- Hollywood's Hottest Latinas
- Coachella & More Spring Music Festivals
- Kid's Choice Awards
- MTV Movie Awards



MAY

- Spring Break Bikini Bodies
- Mother's Day
- 50 Most Beautiful Women Over 50
- Zimbio Yearbook



JUNE

- 100 Most Influential Celebs on the Internet
- Summer Movie Guide
- Daytime Emmys
- CMT/CMA/BET Awards



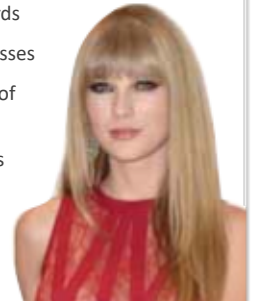
JULY

- 100 Hottest Actors
- Comic-Con
- Pitchfork Music Festival



AUGUST

- Teen Choice Awards
- 100 Hottest Actresses
- 50 Hottest Songs of Summer
- Best Beach Bodies
- Lollapalooza



SEPTEMBER

- Primetime Emmys
- 2012's Most Powerful Women in Television
- Back-to-School



OCTOBER

- Sexiest Music Videos of the Year
- 100 Hottest Musicians of the Year
- Celebrity Halloween Costumes



NOVEMBER

- Hottest Bachelors of the Year
- Reader's Choice Awards



DECEMBER

- Celebrity Gift Guides
- Winners and Losers of the Year
- Best of the Year Roundups



STYLEBISTRO EDITORIAL CALENDAR

JANUARY

- New Year's Resolutions
- Winter Beauty
- Best & Worst Dressed on the Red Carpet



FEBRUARY

- NY Fashion Week
- Valentine's Gift Guide



MARCH

- Spring Fashion
- London, Milan, Paris, Fashion Week
- Spring Beauty



APRIL

- Kate Middleton Wedding Anniversary
- Prom Feature



MAY

- Mother's Day Gift Guide
- Swimsuit Feature
- Music Festival Fashion Preview
- Work Wear Specials
- Summer Kick-Off
- 50 Most Beautiful Women over 50



JUNE

- Wedding Season
- Father's Day Gift Guide
- Summer Beauty
- Summer Fashion



JULY

- Haute Couture Week
- Summer Travel Feature
- Summer Dresses Feature



AUGUST

- StyleBistro Awards
- Fall Fashion Preview



SEPTEMBER

- NY Fashion Week
- Fall's Biggest Trends
- Fall's 10 Must-Have Pieces



OCTOBER

- London, Milan, Paris Fashion Weeks
- Fall Beauty
- Halloween Costume Feature



NOVEMBER

- Holiday Gift Guide
- Winter Fashion
- Victoria's Secret Fashion Show
- Thanksgiving



DECEMBER

- Holiday Gift Guides
- Best of the Year Roundups
- Best and Worst Dressed of the Year
- New Year's Eve Fashion





I. Editorial Calendar

▶ **Product Integrations**

III. Custom Program Opportunities

IV. Ad Formats

MAGAZINE: CUSTOM EDITORIAL SPREADS

MARKET

GOOD VIBRATIONS

Kohler's VibrAcoustic Bath and Moxie Showerhead use sound therapy to relieve tension and stress



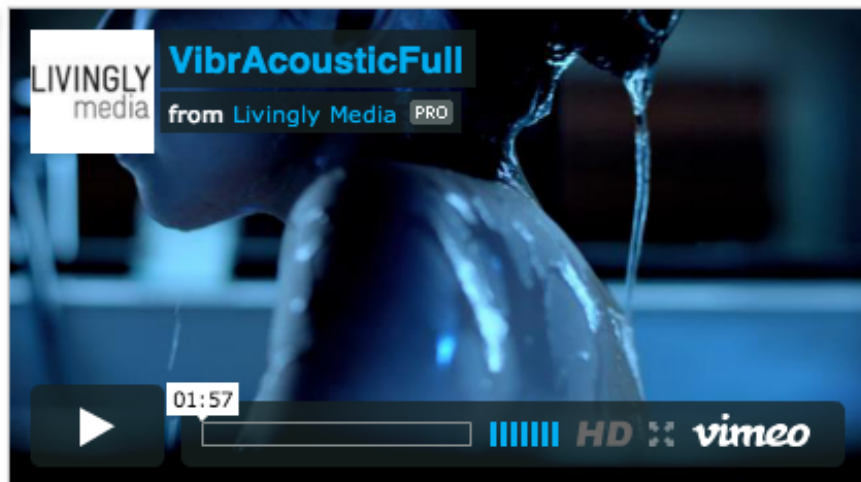
With the introduction of its VibrAcoustic Bath and Moxie Showerhead, Kohler—a global pioneer in kitchen and bathroom design—offers users a relaxing, multisensory experience. Developed with the assistance of expert sound therapists, the state-of-the-art VibrAcoustic line integrates music, vibration, and lighting into the bath, while the Moxie Showerhead uses Bluetooth technology to sync with smartphones and stream music directly into the shower. And with wireless speakers extending up to 32 feet, the music doesn't have to end after you've dried off. —CB L

Moxie Single-Function Acoustic Showerhead with Wireless Speaker: \$199; Kohler



Kohler's new technology pipes your playlist into the shower, taking singing in the bathroom to a new level.

LIVINGLY media
MOXIE 30
from Livingly Media PRO



We're obsessed!

Underscore VibrAcoustic Bath: \$3,245 and up; Kohler

Creating a spa-like experience in your own home, VibrAcoustic panels broadcast sound waves through water, providing a sense of profound relaxation.



MAGAZINE: MARKET INTEGRATIONS

MARKET



Marisa

Michelle

Nina

WE WENT MAD FOR...

Michelle Adams
Editor in Chief



1 Decorative Urchin by Nate Berkus: \$9.99; Target (available October 27)



2 Bolinas Ceramic Lamp with Black Shade: \$250; Serena & Lily

My jaw dropped when I saw this table at a recent gift fair. It's absolutely timeless and looks like a pricey antique, yet is sustainably manufactured in Georgia with eco-friendly finishes.



3 Pebbles Double Old-Fashioned in Smoke: \$90; Moser



4 Aegean Side Table: \$1,799; Tritter Feeler (call 706-885-0242 to purchase)



5 Josie Natori Cap-tivate Wrap: \$350; Natori

Nina Freudenberger
Owner of Haus Interior



I currently am loving anything with a modern form that has a sense of humor to it, such as this handmade Plexiglas piece by artist Doreen McCarthy.



2012 OCTOBER | LONNY | 19

MARKET

OFFICE ATTIRE

Poppin's colorful workplace supplies make organization projects a pleasure



Poppin, an online purveyor of lively office supplies, carries more than 250 upbeat staples—from monogrammed notebooks to a conference table that doubles as a ping-pong surface—created under the leadership of head designer Jeff Miller. The company's website also boasts a design-a-desk feature that allows users to jumpstart their professional surroundings while discovering their personal style. "Work is no longer an isolated activity that only happens in an office from nine to five," explains CEO Randy Nicolau. "Poppin was created to fill the design gap between the products we use for work and those available in the rest of our lives." —CB L



1 White Link Lamp: \$380; Poppin

2 Tote Bag in Montauk Print: \$28; Poppin

3 Campfire Paper Table in Virginia Walnut: \$499; Poppin

4 Yellow Accessory Tray: \$9; Poppin

5 Ping-Pong Conference Table: \$2,600; Poppin

6 West 18th File Cabinet in White and Yellow: \$170; Poppin

7 Flatiron Desk with Yellow Accents: \$650; Poppin

4 Hans Chair and Ottoman in Mohair: \$1,035–\$1,596; Haus Interior

5 Custom Black, White, and Orange Patterned Pillow: \$295; FLAIR Home Collection

I'm Obsessed: Moonrise Kingdom

By Catherine Dash on February 22, 2013

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[+1](#)
[Comment](#)
[Like](#) 24



1. **Large Canteen Bag** in Olive; Wendy Nichol
2. **Baked Eye Color** in Lagoon/Bold Turquoise by Laura Mercier; Sephora
3. **Feather Collection Tray**; Jayson Home
4. **Crosley Radio Spinnerette Portable USB Turntable** in Red; B&H
5. **Cooperative Two-Tone Saddle Oxford**; Urban Outfitters

[f](#) Share on Facebook

Duro Olowu for jcp

By Kaylei McGaw on March 1, 2013

[f Share](#)
[Pin it](#)
[Tweet](#)
[+1](#)
[Comment](#)
[Like](#) 0

Last Friday marked the release of the much-anticipated design collaboration between jcp and London-based designer Duro Olowu. On the runway, Olowu is celebrated for his bold hues, textures, and prints. With its wallet-friendly prices, this collection of home decor, stationery, and apparel can now be purchased at participating jcp locations and at [jcp.com](#). Check out a few of our favorites below!



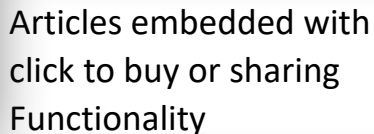
Medium Ceramic Vase: \$35; Duro Olowu for jcp

Dessert Plate: \$8; Duro Olowu for jcp

Set of 4 Notebooks: \$10; Duro Olowu for jcp



- I. Editorial Calendars
- II. Product Integrations
- ▶ **Custom Program Opportunities**
- IV. Ad Formats



Lonny editors will seek to turn their editorial vision into décor inspiration for readers in the Get the Look sponsorship. Lonny editors would curate her favorite products from a brand's product line to include in "*Get the Look*".

- Custom video: 3-5 minute video outlining Lonny's favorite products
- Full-page editorial feature introducing the video and focusing on design details
- Video can be imbedded into rich media units

- Article and photo special highlighting Michelle's favorite products
- Behind the Scenes content – Additional tips and quotes from the Lonny team
- "Get the Look" Custom Section



INSTANT/SPACES SPONSORSHIP

Instant/Spaces, a Birchbox-like company for home design helmed by interior designer Betsy Burnham, sends clients a box filled with swatches, samples, floorplans, and sketches just like Birchbox sends clients various makeup products. As a first-time collaboration, Lonny and Instant/Spaces would team up to create a personalized brand box

DIGITAL MAGAZINE ELEMENTS

- Custom video of Betsy talking about transforming the “box” into a real room
- Full-page editorial feature explaining the Instant/Spaces box and diving into details about selected products

WEBSITE ELEMENTS

- Photo special spotlighting selected products
- Behind the Scenes content – Additional tips and quotes from Betsy and Lonny team

HOW TO EDITORIAL SECTION SPONSORSHIP



Be the exclusive sponsor of Lonny's popular How To section throughout your flight.

- **How To Section Ownership**
 - 100% SOV of How To channel landing page
 - Ownership of existing How To articles and photo galleries
 - Custom reskin
- **How To Get the Look Custom Editorial Series**
 - A three-part series called "How To Get the Look" will be comprised of three articles showing a beautiful space complimented with suggested products that can be used to recreate the design
- **Added Exposure**
 - Custom Theme Stream unit
 - Homepage module promotion
 - Facebook promotion of How To content
 - Pinterest promotion –All products used in the Get the Look series will be pinned to Lonny's "Decorating Ideas" board

HOW TO THEME STREAM UNIT EXTENSION

The screenshot shows the Lonny website interface. At the top is a banner with the text 'WE'RE THE GO-TO FOR HOW-TOS' and 'More saving. More doing.' with a 'THE HOME DEPOT' logo. Below the banner is a navigation bar with links: HOME, MAGAZINE, PHOTOS, IDEAS (highlighted), DESIGNERS, and BLOG. A search bar is also present. The main content area is titled 'Ideas' and includes a sub-navigation bar: Main - Celebrity Homes - Decorating - Entertaining - How To - Market - Travel Style. The 'How To' section is active, displaying a list of articles: 'How to Create Compelling Vignettes', 'Beyond Wallpaper', '14 Shades of Red', '10 Ways to Transform Your Bed', and 'Rooms to Grow In'. On the right, a large featured article titled 'How to Get the Look: Traditional Living Room' is displayed, showing a vibrant red living room interior. The article is brought to you by 'THE HOME DEPOT'.

The co-branded Theme Stream integrates relevant content into a high-impact ad experience to give sponsors added exposure and engagement.

- 300x600 unit includes sponsor's branding and custom content links/images
- Animated scrolling experience that includes linked photo thumbnails with descriptive imagery for all How to Get the Look articles
- Includes strip with "Brought To You By" messaging and logo, plus link to sponsor's site
- Unit will run throughout Lonny to maximize reach and distribution of sponsored content

LIVINGLY'S WEDDING SEASON TAKEOVER PACKAGE



Livingly is rolling out a brand-new Wedding Season program dedicated to helping Brides-to-Be and their loved ones create a sweetly stylish and ultra-personalized big day.

WEDDING SEASON CONTENT DETAILS:

- StyleBistro Bridal Channel – Brand-new site section overflowing with wedding content and inspiration
- New York Spring Bridal Week – Minute-by-minute coverage of the most beautiful trends, products, and news coming out of New York Spring Bridal Week
- The Wedding Index – A comprehensive wedding planner's guide to makeup, hair, gowns, bridesmaid dresses, and more
- Lonny Wedding Month – Cover-to-cover wedding issue with décor inspiration, registry ideas, and must-have products
- Lonny.com Wedding Section – One-stop destination with site-exclusive content

OFFLINE EVENTS



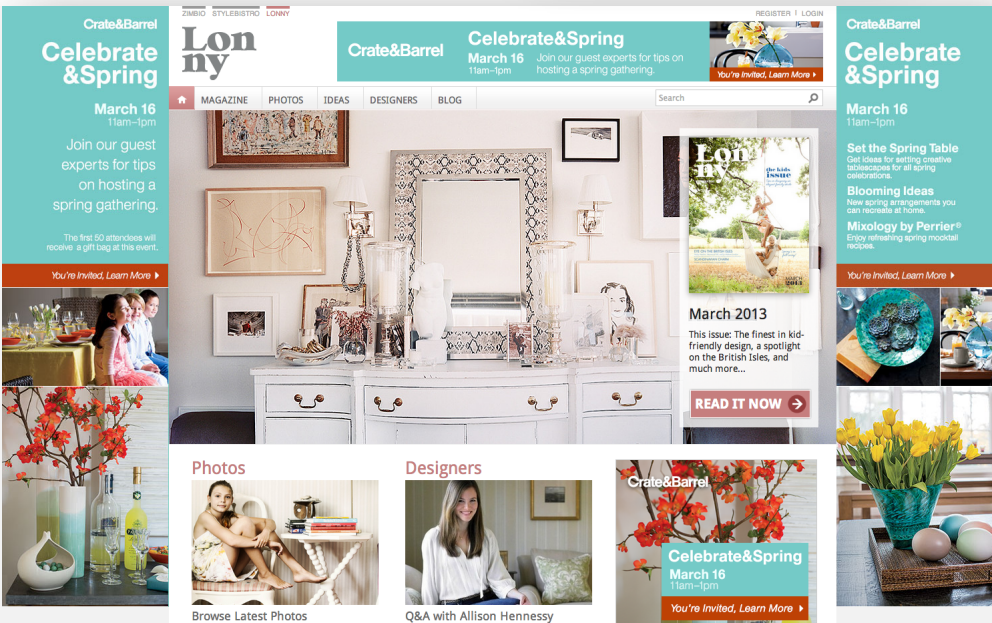
Custom Sponsorships can include offline events featuring Lonny's design and lifestyle influencers. Recently Lonny's Editor in Chief, Michelle Adams and Market Editor, Catherine Dash worked with Crate & Barrel to promote the art of creating a spring tablescape.

- **Event Sponsorship Included**

- Curated Tablescape In-Store
- In-Store Event with Guest Editors
- Custom "Spring Drinks" Mixologist
- Swag Bags for Attendees

- **Sponsorship Elements Included:**

- Homepage Takeover Promotion
- Event Social Promotion
- In-Book events article
- In-book spread on tablescapes using Crate & Barrel products
- Full Page Ads
- Targeted Media to DMA's hosting event





- I. Editorial Calendar
- II. Product Integrations
- III. Sponsorship Opportunities

► **Ad Formats**

INSPIRATION IS AT THE DOOR.

Introducing



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QUALITY & DESIGN

Artisan-inspired ceramics, rustic wood finishes, stunning settings.
A new line for house and home.



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EXPECT MORE. PAY LESS.®



GOING WITH THE GRAIN

David Rasmussen's furnishings feature pops of color and forms inspired by the midcentury-modern movement



1



2

3



When a fire destroyed his woodworking shop, furniture designer **David Rasmussen** had doubts he could continue his business. But, with a combination of luck, support from his Colorado community, and innovation, he pushed through the rough patch, making this his most successful year yet. He rebuilt his business with a focus on manufacturing, allowing him to streamline his creative process and turn-around time. Pops of color have become the trademark of his midcentury-modern-inspired designs, and his furnishings, crafted from domestically sourced woods, feature sinewy forms that hark back to the modern masters of the 1960s and '70s. —*MM L*



4

1 Small Plate in Walnut and Cafe Plate in Maple: \$43–\$59; David Rasmussen Design (call 970-963-1653 to purchase)

2 ReMix Chair: \$3,645 and up; David Rasmussen Design (call 970-963-1653 to purchase)

3 Curve A Linear Side Table: \$3,000; David Rasmussen Design (call 970-963-1653 to purchase)

4 Electro Pop Chair: \$950; David Rasmussen Design (call 970-963-1653 to purchase)

5 Burl-Tone Table: \$1,950–\$2,945; David Rasmussen Design (call 970-963-1653 to purchase)



5

26 Lenny | OCTOBER 2012



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Whether it's the freedom to create or the freedom to live in the moment, Sunbrella® fabric is perfect for everything – from your boat, to your living room, to your patio and more.

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"BREAKING BREAD & BARRIERS"



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AND FILMMAKER DARYL WEIN FOR:

**Mitchell Gold
+ Bob Williams**

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IN EVERY ISSUE

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20 LONNY LOVES
Clare Vivier

The handbag designer shares her classic go-tos, her greatest inspirations, and her favorite spots in Los Angeles

132 Blogger Style

On *Undeclared Panache*, Lauren Koster chronicles her latest style obsessions, dream destinations, and DIY projects

Lonny

magazine

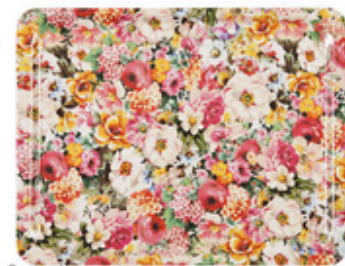


MARKET

FASHION HOUSE

Now available in the United States, Zara Home's housewares supply classic style at a competitive price

Earlier this month, fashion enthusiasts across America gave a collective cheer when it was announced that **Zara**—a global, affordably priced purveyor of sophisticated attire—would now offer its long-awaited **Zara Home** products in the United States. As of October 9, the company's collections of tableware, linens, and home accessories, available since 2003 in countries around the world, are purchasable online. Much like its fashions, Zara's home goods supply a classic yet spirited style and are priced to suit the pocketbooks of aspiring trendsetters. —**RL L**



- 1 Teresa Jug: \$79.90; Zara Home
- 2 Multicolor Tray: \$35.90; Zara Home
- 3 Cube Wine Glass: \$59.60/set of 4; Zara Home
- 4 Garden Pillow Cover: \$35.90; Zara Home
- 5 Cube Tumbler: \$31.60/set of 4; Zara Home



MARKET

ALL IN THE DETAILS

Natori's fashion and home accessories exhibit international allure



Gobi Palace Rectangular and Ming Fretwork Square Decorative Pillows: \$99.99–\$179.99; Natori

From its statement jewelry to its home accessories, **Natori** boasts intricate craftsmanship and an uncommon commitment to detail. The Ming Fretwork Pillow features champagne- and pearl-toned embroidery, while the Torent Gate Earrings are accentuated with subtle beading. In all, the collection conveys a sophisticated and richly textured sensibility. —**MM L**



Josie Natori Beaded Torent Gate Earrings: \$225; Natori



WALTON FORD (B. 1960)
Six prints by the artist on exchange and signature and dog-eared in colors, 1998–2004.
on Somerset Satin, each signed and dated in pencil, numbered 25/50.
Each P 31 3/4 x 24 in. (80th x 61st mm.)
Each S 44 1/2 x 31 in. (114 x 792 mm.)
\$10,000–\$15,000
© Walton Ford

Prints & Multiples

New York - October 30–31, 2012

Viewing
October 26–29
20 Rockefeller Plaza
New York, NY 10020

Contact
Richard Lloyd
printonychristies.com
+1 212 636 2290


CHRISTIE'S

christies.com


BILLBOARD: VIDEO & IMAGE GALLERY

OPEN STATE – 970 x 250 px

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Enter Email Address

PUSHDOWN: VIDEO & IMAGE GALLERY

OPEN STATE – 970 x 415 px



VIDEO WALL

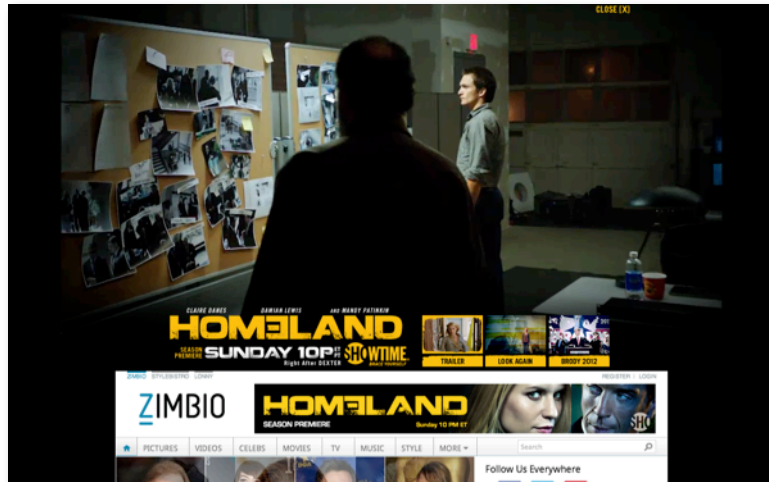
INITIAL STATE – HEADER AREA W/ VIDEO TEASER – 1200 x 250 px



HEADER AREA IMAGE – 1200 x 250 px



PUSHDOWN VIDEO PLAYER STATE – 1200 x 667 px



PENCIL STATE – 1200 x 40 px



User Experience:

On page load, *Video Teaser* pushes down page and plays a full-bleed, muted, branded video teaser clip. Close button collapses unit to *Pencil State*. Video area can link to advertiser's site.

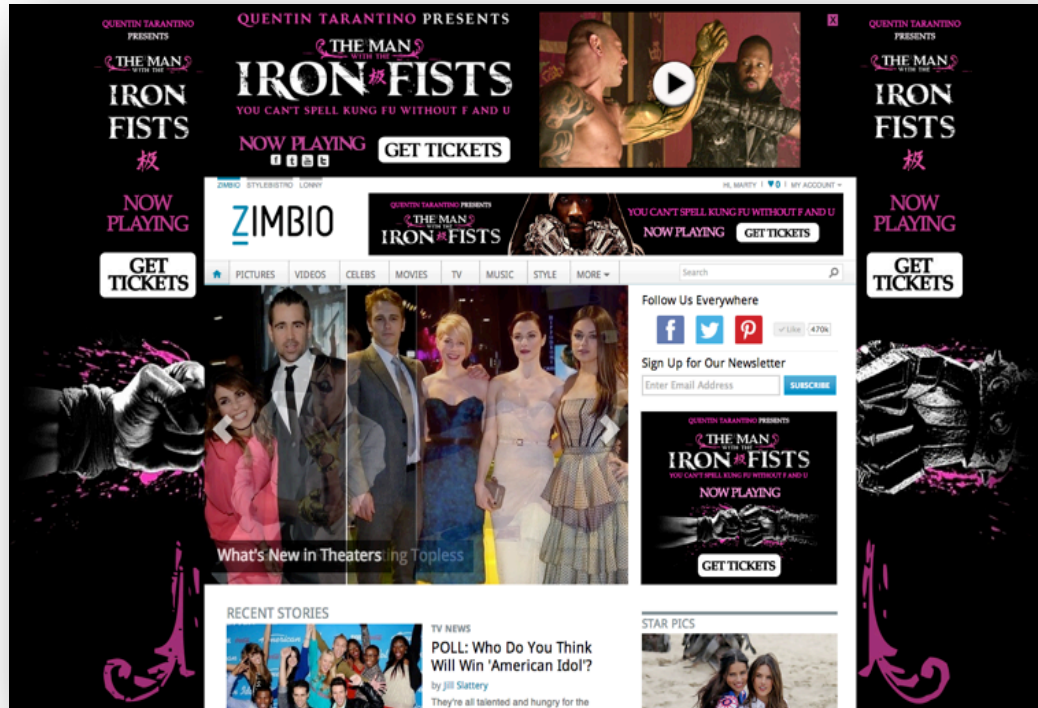
Branded *Header Area image* displays after teaser plays and on subsequent page loads. Close button collapses unit to *Pencil State*. Image area can link to advertiser's site.

Pushdown Video Player is initiated via a CTA in the *Header Area Image* or *Pencil State* such as "Watch Trailer". Close button collapses unit to *Header Area Image*. Video area can link to advertiser's site.

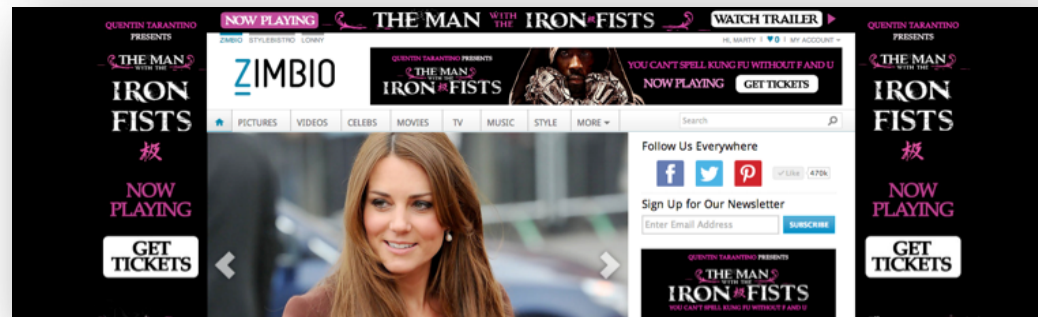
Collapsed state after user closes *Header Area Image*. Clicking CTA will re-open. Branded area can link to advertiser's site.

SUPERHEADER

OPEN STATE – HEADER 1000 x 250 px – SKIN 1600x1200



COLLAPSED/CLOSED STATE – HEADER 1000 x 40 px – SKIN 1600x1200



User Experience: All units display on page load. Video clip plays in Header unit, user must initiate sound

VIDEO LAUNCHER SKIN



VIDEO OVERLAY STATE (A) – 1400 x 700 px



VIDEO OVERLAY STATE (B)

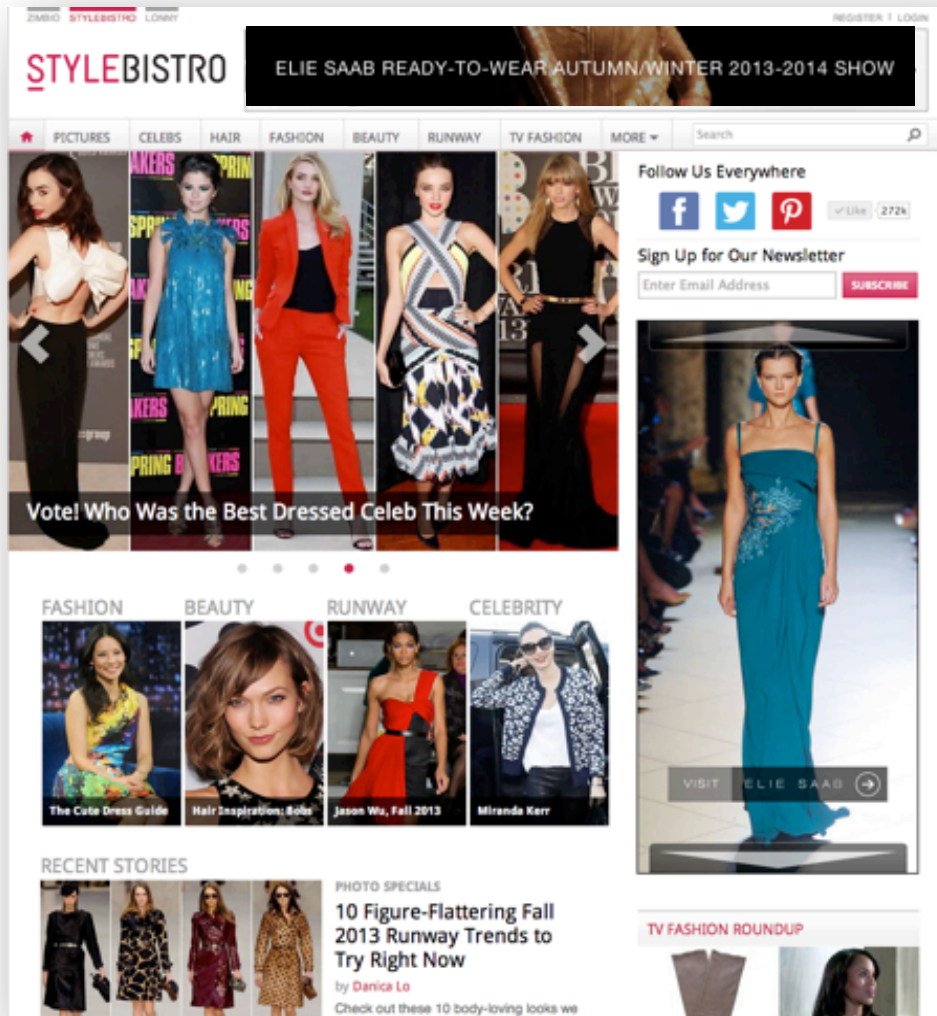


VIDEO OVERLAY STATE (C)



User selects a clip and full-page overlay covers the site with centered video play (audio is on). Each clip can feature a different skin/overlay image. Close button collapses the player.

VERTICAL CAROUSEL

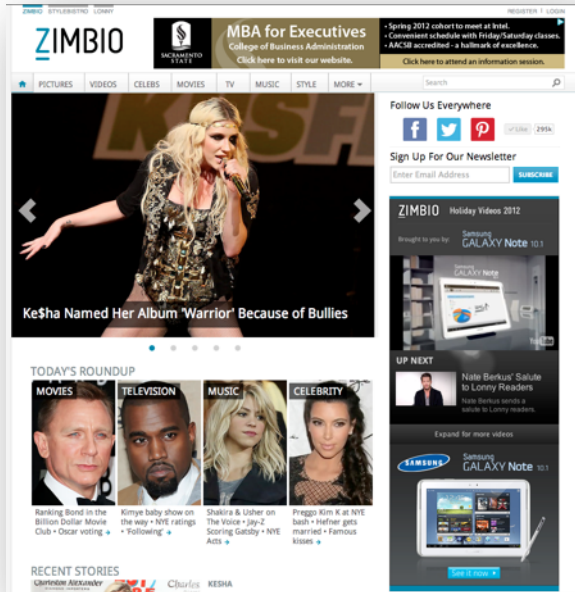


User Experience:

On page load, unit displays in m-rec position, carousel automatically rotates full-bleed images and/or 5 sec of a video clip (no sound). A centered branding element with transparent background is featured

VIDEO SPOTLIGHT

INITIAL (CLOSED) STATE – 300 x 700 px



User Experience:

On page load, unit displays in m-rec position, pre-roll video clip plays (with no sound).

EXPANDED (OPEN) STATE – 750 x 700 px



User Experience:

Upon scroll over or "click to expand", unit expands to the left and overlays page content, and pre-roll video replays from beginning with sound on. Livingly or client produced video content begins to play following pre-roll playback. User can select specific videos in the video queue to playback. Replay, pause and volume video controls are available. User can click 300x250 brand area to visit advertiser site. User can close unit by clicking either close buttons or scrolling off the unit.

SOCIAL AMPLIFIER

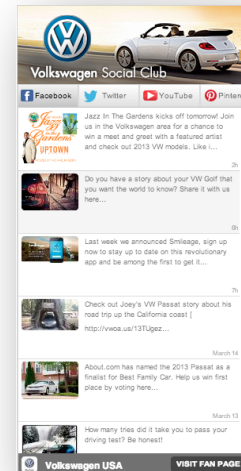
300 x 600 px



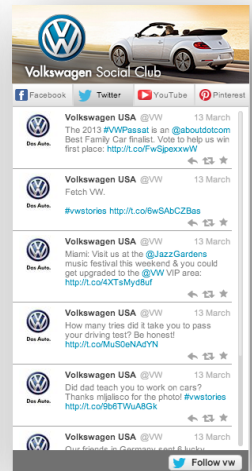
User Experience:

Upon page load, unit displays in m-rec ad slot, and cycles through each social tab. User can explore the real-time social feed included in each tab. All links display in new browser window or tab.

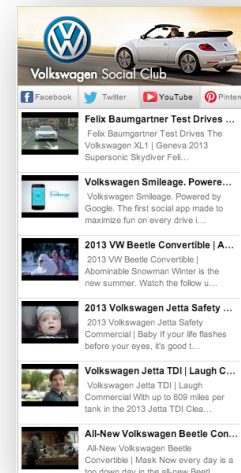
FACEBOOK TAB



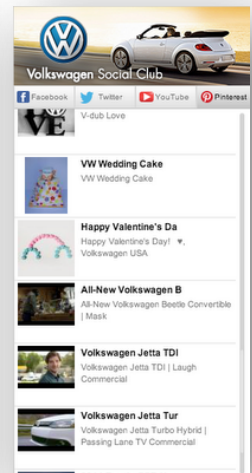
TWITTER TAB



YOUTUBE TAB

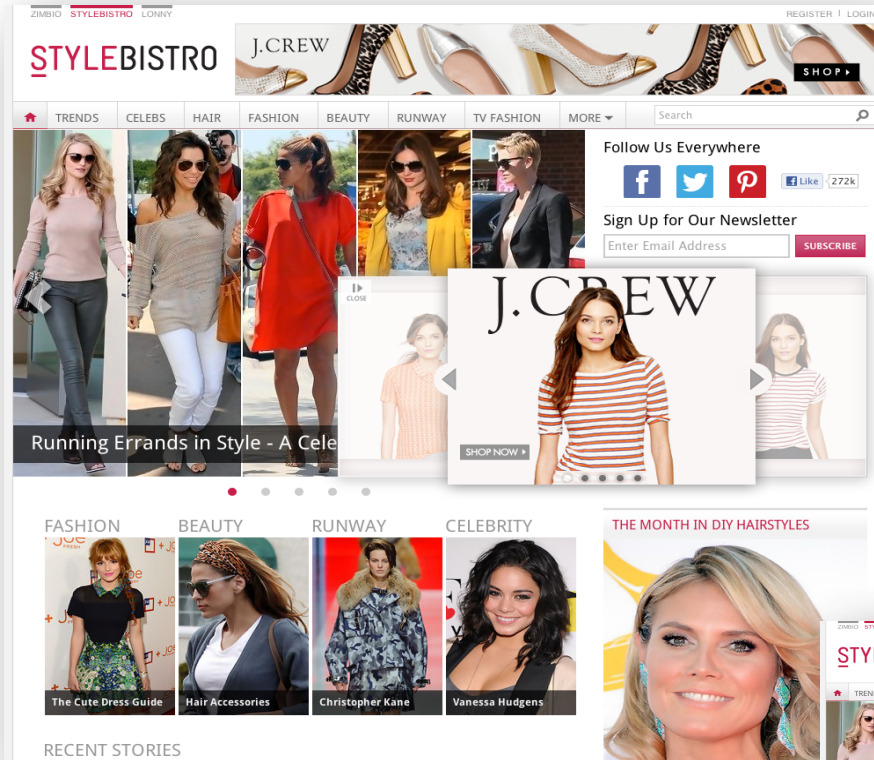


PINTEREST TAB



WINDOW SHOPPER

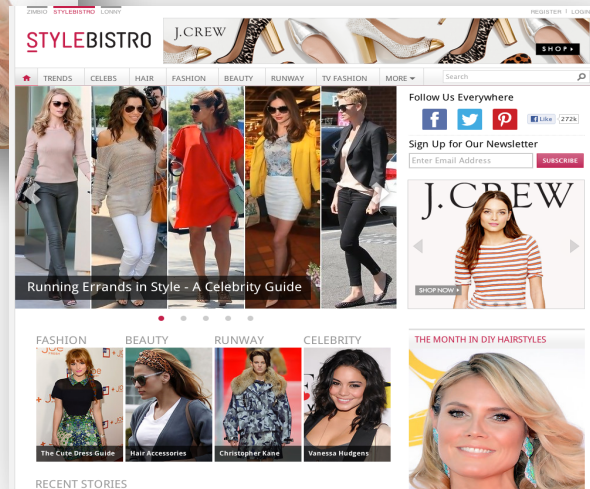
EXPANDED STATE – 600 x 300 px



User Experience:

Upon scroll over, unit expands left to display product image gallery. User can browse product images using navigation arrows. Clicking the image or call-to-action button opens product destination url in new browser window or tab.

INITIAL STATE– 300 x 250 px

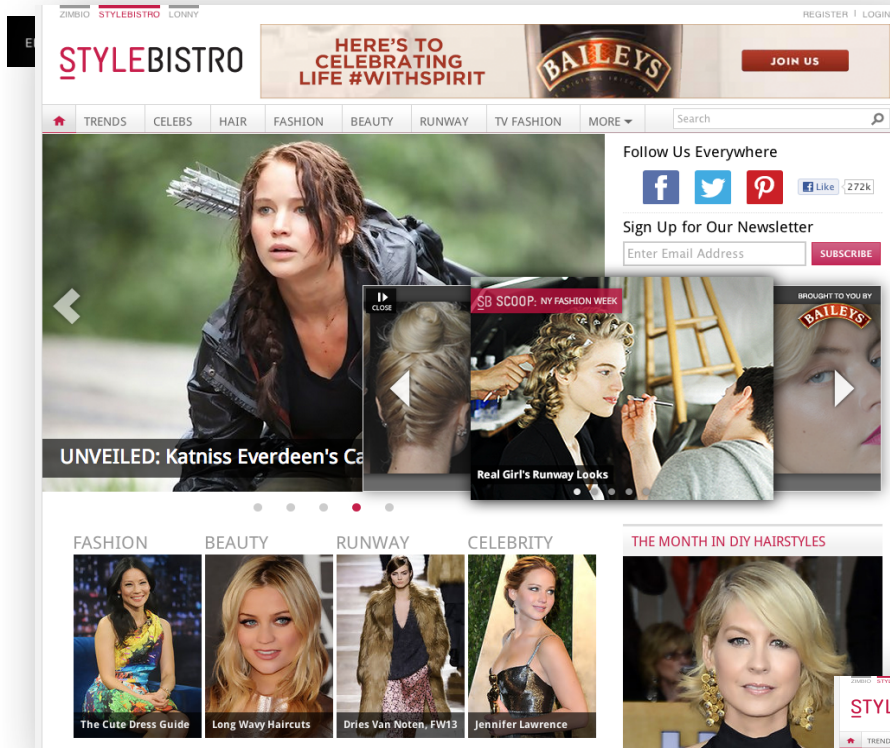


User Experience:

On page load, unit displays in m-rec position, product images automatically rotate through one time.

THEME STREAM PRODUCT INFO

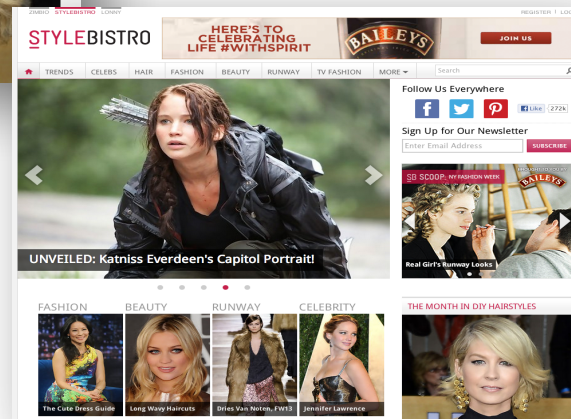
EXPANDED STATE – 600 x 300 px



User Experience:

Upon scroll over, unit expands left to display sponsored/custom content gallery. User can browse content promos using navigation arrows. Clicking the image or headline opens content url. Clicking brand logo opens brand destination url in new browser window or tab.

INITIAL STATE– 300 x 250 px

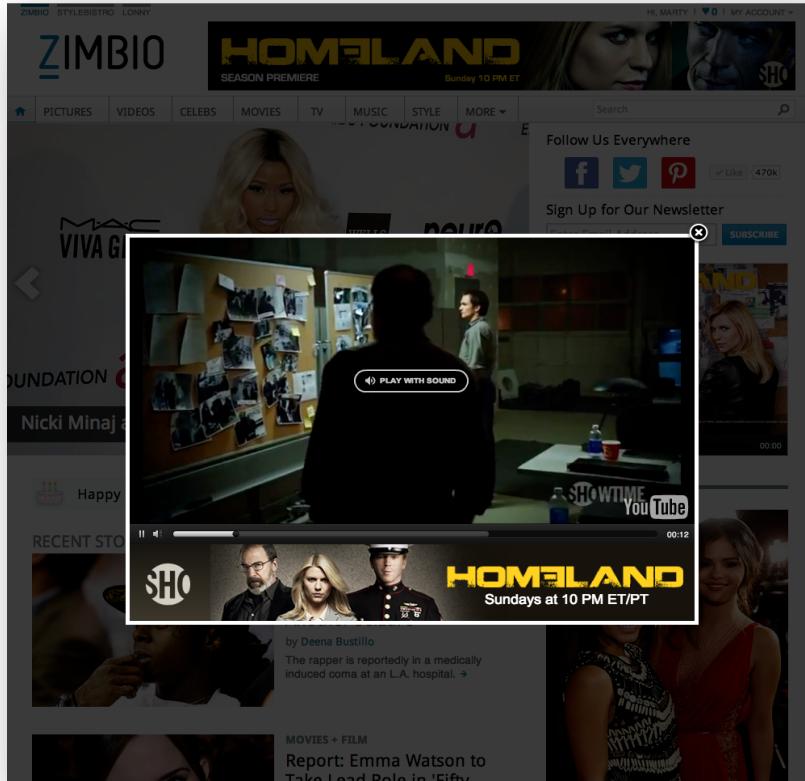


User Experience:

On page load, unit displays in m-rec position, sponsored/custom content images and headlines automatically rotate through one time.

VIDEO OVERLAY

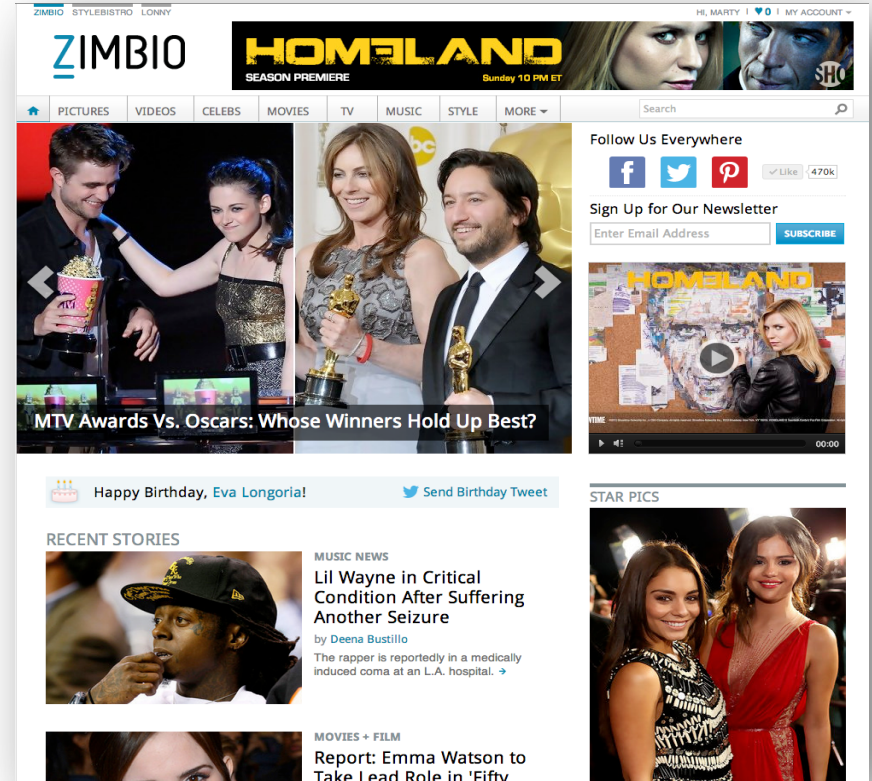
EXPANDED STATE – 700 x 500 px



User Experience:

On page load, light box video player overlay displays, video auto plays, sound must be initiated by user. Clicking branded footer area will open brand destination url in new browser window or tab.

RESOLVED STATE – 300 x 250 px

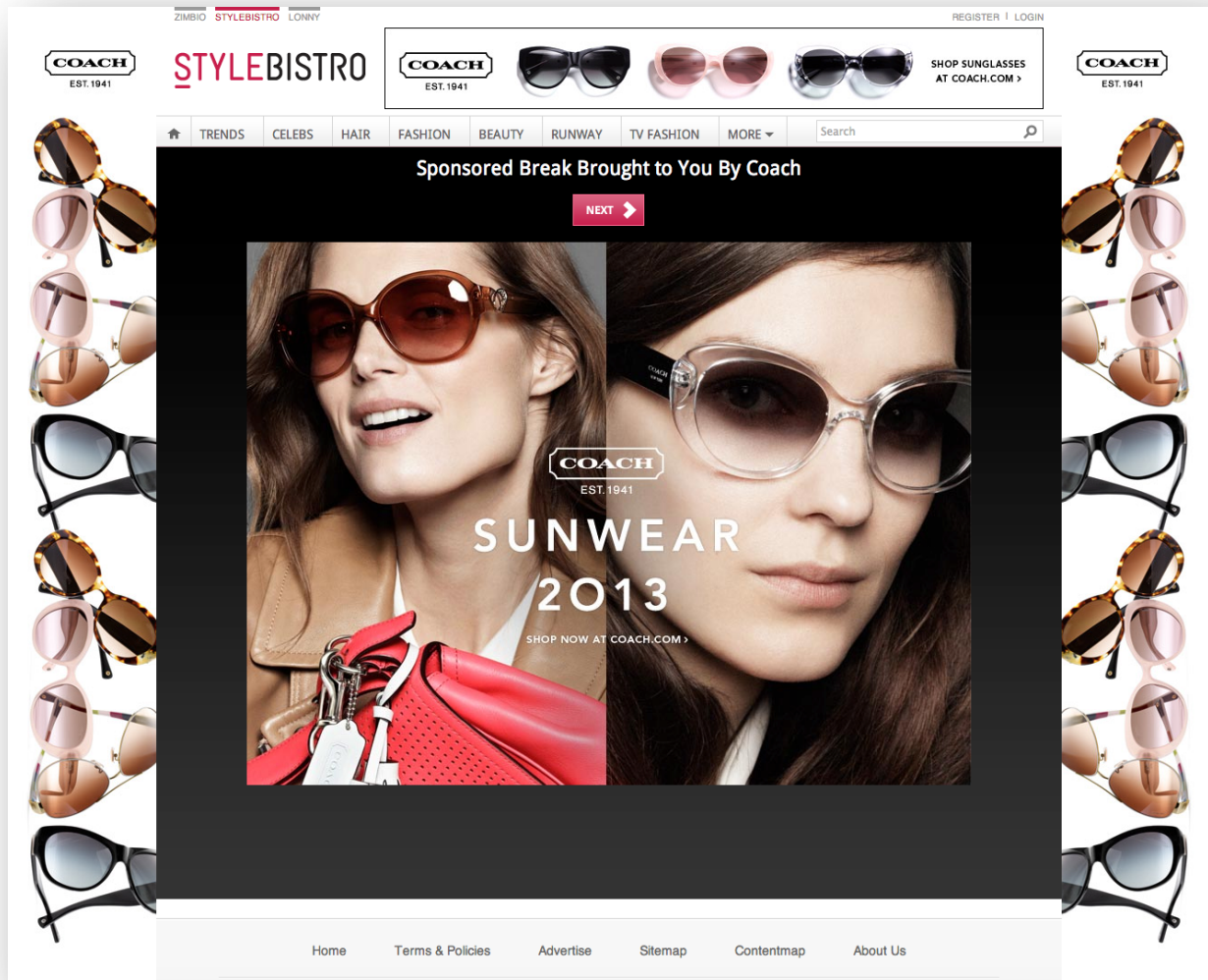


User Experience:

When light box video overlay is closed, unit resolves to in-page m-rec. Clicking resolved state will launch light box video player overlay.

SPONSORED BREAK

STEADY STATE – 800 x 600 max



User Experience:

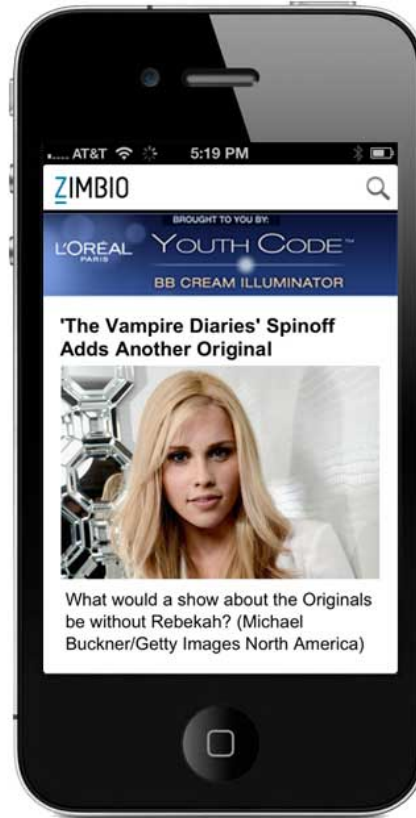
Served to image pages only. User can click the entire skin area to link to a new website in a new window or tab.

MOBILE WELCOME MAT + BILLBOARD PRODUCT INFO

WELCOME MAT – 300 x 360 px



BILLBOARD – 320 x 70 px



User Experience: Welcome Mat overlays mobile web page, timer displays and auto closes after 10 sec.

User interactions include tapping to launch primary linking URL and unit close.

User Experience: Billboard displays below channel navigation bar.

User interactions include tapping to launch primary linking URL.

STRONG CLIENT PERFORMANCE

IMPRESSIVE RESULTS

ELecTRo nlcSRETa ILER:
.40%CTR

TVSERVlcEPRo VId ER:
.15%CTR

HoME dEco RRETa ILER:
.13%CTR

HEa LTH cLUb:
.16%CTR

naTlo n aLRETa ILER:
.12%CTR

e-commer ce mar ket pl ace:
.21%CTR

★ macy's

Neiman Marcus

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Crate&Barrel

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THANK YOU

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