

Home Accents Today

The information source for the home accent industry

Editorial Invitation for Style Setters: Permanent botanicals

From: Lindsey Strader, product editor
Phone: 336-605-1043
E-mail: HATmarket@reedbusiness.com

April 13, 2009

Please accept our invitation to submit materials for editorial coverage in the *Home Accents Today* Style Setters featuring permanent botanicals, appearing in our May issue.

Products Showcased

Permanent botanical floral and greenery arrangements as well as trees, potted plants, wreaths and topiaries. We ask that you submit only your current best-sellers. Selection will be based on the product's design merit and style significance, as well as image quality.

Photography Guidelines

We need high-quality images for publication. We can accept transparencies, prints, slides or digital images. Digital images must have a resolution of 300 DPI or higher and be at least 3x4 inches in size. Please send printouts of any digital images. (Detailed instructions on how to send digital images are posted under Editorial Invitation on our Web site, www.homeaccentstoday.com). If you want images returned please include a SASE.

Important: Remember to include a short description and suggested retail price with each image submitted. There is not a specific form for the Style Setters submissions, so please include descriptions and contact information.

How to Submit Materials

We can receive your images and descriptions in several ways. Select the way(s) that is most convenient for you. All the information you need is provided below:

By FTP: Go to www.homeaccentstoday.com and click on 'Editorial Invitation' then select Style Setters: Permanent botanicals

By fax: 336-605-1158

By e-mail: HATmarket@reedbusiness.com

By mail: Home Accents Today, 7025 Albert Pick Road, Suite 200, Greensboro, NC 27409

Deadline for all materials: Friday, April 24