

DREW + JONATHAN

# reveal



2020 MEDIA KIT



DREW + JONATHAN  
**reveal**

# a new lifestyle magazine

BY DREW & JONATHAN SCOTT

Published by Meredith Corporation, this new magazine brand manifests the Scott brothers' exclusive take on home décor and design with a focus on entertaining, family, food, gardening, outdoor living, wellness, music, travel and more.



**750,000**  
total distribution\*

**\$9.99**  
single copy price

**4X**  
per year frequency

**\$20**  
annual subscription

\*Increased from initial 500,000 projection due to anticipated consumer demand. Limited ad inventory. Space reserved on a first-come, first-served basis.

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## mission statement

### **IT ALL STARTS AT HOME—BUT IT DOESN'T END THERE!**

*Reveal* is a new magazine from Drew and Jonathan Scott, the beloved home experts behind HGTV's *The Property Brothers*.

A lifestyle brand with home at the core, *Reveal* celebrates the home as a jumping off point for the things that matter most: **family, friends, adventure, and fun!**

Think of it as the all-day café of magazines—open, inclusive, sustainable, comfortable, beautiful, with a gender-neutral but pretty aesthetic and broad menu. All are welcome, but be sure to bring your enthusiasm, because these guys are into the people who are way into whatever they're into!



# publishing schedule



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## winter

**AD CLOSE** 11/12/19  
**ON-SALE** 1/10/20

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## spring

**AD CLOSE** 2/11/20  
**ON-SALE** 4/10/20

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## summer

**AD CLOSE** 5/12/20  
**ON-SALE** 6/26/20

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## fall

**AD CLOSE** 8/11/20  
**ON-SALE** 10/9/20

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“For us, it’s always been about taking the small, simple steps that earn big results at home, work, rest and play. With a platform like this, we get to develop a consistent and thoughtful way of sharing great ideas and actionable insights with our audiences.”



## meet drew & jonathan

**Television hosts, best-selling authors and experts in all things home, Drew and Jonathan Scott, AKA the stars of HGTV’s *The Property Brothers*, are two of the world’s most beloved home experts.**

They are hosts and producers of multiple top-rated HGTV series including the Emmy-nominated *Property Brothers*, *Brother vs. Brother* and *Property Brothers at Home*, among others. Produced by their production company, Scott Brothers Entertainment, their shows are enjoyed by millions of viewers in over 160 countries.

Scott Living is their rapidly expanding collection of indoor furniture, décor, textiles and bedding. Currently available at a variety of North American retailers including Amazon, QVC, Michaels, Wayfair, Lowe’s, and Kohl’s.

In addition to their shows and home collections, Drew and Jonathan Scott are *New York Times* and *Wall Street Journal* bestselling authors, the founders of Casaza, an online design inspiration platform, and earlier this year, they launched their internationally popular mobile game, *Property Brothers Home Design*. Born and raised in Toronto, Drew and Jonathan live in Los Angeles and Las Vegas, respectively, and Scott Brothers has offices in Toronto and Nashville, but they spend time hopping around the country taping.