

METROPOLITAN HOME'S
SHOWTIME
HOUSE



GRAMERCY PARK NYC

Metropolitan Home





Metropolitan Home and Showtime present

METROPOLITAN HOME'S SHOWTIME HOUSE

As part of a monthlong, groundbreaking print and television partnership, a celebrated group of designers will transform a beautiful Gramercy Park townhouse into a luxurious beacon of modernism inspired by original hit series from Showtime.

To create this glamorous fusion of entertainment and high style, Metropolitan Home has enlisted design's top stars – Jamie Drake, Tori Golub, Laura Kirar, Amy Lau, White Webb and Vicente Wolf.

This September, these exceptional talents will create visionary spaces that evoke the spirit of these hits – *Californication*, *Dexter*, *The L Word*, *The Tudors*, *The United States of Tara* and *Weeds*.



Metropolitan Home's *Showtime House* will give your brand the unique opportunity to reach millions of affluent trendsetters through a major multimedia program that includes a TV special on Showtime, a multi-page special section in Metropolitan Home, custom microsites at SHO.com and PointClickHome.com, on-site product integration and brand exposure, launch events and PR.

ESTIMATED IMPRESSIONS: 60 MILLION+

EXCLUSIVE PRESENTING SPONSORSHIP

Package Cost: \$100,000 net, plus 8 incremental pages
Package Value: \$2 million+

Broadcast

- Brand/product integration in "Metropolitan Home's Showtime House" TV special which will be shown on Showtime:
 - As SHO Insider vignettes
 - On Showtime On Demand as its own show
 - On series DVDs as extra features
- Listing in the credits as Presenting Sponsor (shown on Showtime On Demand and series DVDs)
- Logo will be included in "Presented By" tag in the DVD extra features area
- Custom filming opportunities available

On-site

- Exclusive Presenting Sponsorship within the Showtime House
- Designer to create a room in the house devoted exclusively to your brand
- Your commercial to run on showhouse televisions just before sneak peek of the TV special

Launch Event/Tours

- Brand exposure during opening night launch party and public walking tours
- Logo will appear on all advance promotion of the showhouse including an ad in TimeOut New York and Daily Candy to promote walking tours
- Logo exposure on all launch event collateral
- Celebrity/VIP gifting
- Eight complimentary launch event tickets
- Gift bag sampling and literature distribution

Private Event

- Use of the Showtime House for a private event
- Metropolitan Home will design, print and mail up to 100 invitations

In-book

- Eight-page special section featuring photos of room designs and designers will be presented exclusively by your brand in the December 2008 issue of Metropolitan Home
- Your logo will be featured on the cover of the special section and on sponsor list on back page
- Your logo will be prominently featured as Presenting Sponsor on Metropolitan Home's in-book promotional page, The Modern Mix, in the September, October and November 2008 issues

Digital

- Custom microsites presented exclusively by your brand will live on SHO.com and PointClickHome.com
- Microsites will include designer interviews and bios, room photos and virtual tours, clips of TV special, resource guides and more
- Presenting Sponsor hotlinks available from SHO.com and PointClickHome.com
- Your commercial will run as pre-roll to the TV special clips
- Clips will be presented exclusively by your brand
- Your logo will be prominently featured on two email blasts to affluent Metropolitan Home subscribers
- Your logo will be featured as Presenting Sponsor on co-branded ROS ads on PointClickHome.com to drive traffic to microsite
- Exposure on The Modern Mix online, Metropolitan Home's promotional website, as Presenting Sponsor

PREMIER SPONSORSHIP

Available in the following categories:
 Beauty/Fragrance, Fashion/Accessories,
 Jewelry/Watches, Credit Card, Consumer Electronics,
 Beverage

Package Cost: \$50,000 net, plus 6 incremental pages
Package Value: \$1.5 million+

Broadcast

- Brand/product integration in "Metropolitan Home's Showtime House" TV special which will be shown on Showtime:
 - As SHO Insider vignettes
 - On Showtime On Demand as its own show
 - On series DVDs as extra features
- Listing in the credits as Premier Sponsor (shown on Showtime On Demand and series DVDs)
- Custom opportunities available (see attachment)

On-site

- Category Exclusive Premier Sponsorship within the Showtime House
- Product integration into one or more rooms

Launch Event/Tours

- Brand exposure during opening night launch party and public walking tours
- Logo exposure on all event collateral
- Celebrity/VIP gifting
- Six complimentary launch party tickets
- Gift bag sampling and literature distribution

Private Event

- Use of the Showtime House for a private event
- Metropolitan Home will design, print and mail up to 50 invitations

In-book

- Your logo will be included on the sponsor page of an eight-page special section featuring photos of room designs and designers in Metropolitan Home's December 2008 issue
- Your logo will be featured as Premier Sponsor on Metropolitan Home's in-book promotional page, The Modern Mix, in the September, October and November 2008 issues

Digital

- Your logo will be included as Premier Sponsor on custom microsites that will live on SHO.com and PointClickHome.com
- Microsites will include designer interviews and bios, room photos and virtual tours, clips of TV special, resource guides and more
- Premier Sponsor hotlinks available from SHO.com and PointClickHome.com
- Logo exposure on two email blasts to affluent Metropolitan Home subscribers
- Exposure on The Modern Mix online, Metropolitan Home's promotional website, as Premier Sponsor

Please note: All marketing programs are intellectual property of Metropolitan Home. Program and/or program elements are subject to change or cancellation at any time. Timing will be determined. Delivery fees and installation costs are the responsibility of the advertiser for consideration in this program. All products must be donated. Minimum advertising commitment required. Exclusivity will be offered on a first-come, first-served basis. Other online opportunities are available for additional fees.

PREFERRED PARTNER

Package Cost: Incremental paging required
Package Value: \$1 million+

Broadcast

- Possible brand/product integration in "Metropolitan Home's Showtime House" TV special which will be shown on Showtime:
 - As SHO Insider vignettes
 - On Showtime On Demand as its own show
 - On series DVDs as extra features

On-site

- Brand/product integration into one or more Showtime House rooms (at designer's discretion)

Launch Event/Tours

- Brand exposure during opening night launch party and public walking tours
- Name or logo exposure on event signage
- Celebrity/VIP gifting
- Brand name listing on all event collateral
- Two complimentary launch party tickets
- Gift bag sampling and literature distribution

In-book

- Your logo will be included on the sponsor page of an eight-page special section featuring photos of room designs and designers in Metropolitan Home's December 2008 issue
- Brand name featured as Preferred Partner on Metropolitan Home's in-book promotional page, The Modern Mix, in the September, October and November 2008 issues

Digital

- Your logo will be included as Preferred Partner on custom microsites that live on SHO.com and PointClickHome.com
- Microsites will include designer interviews and bios, room photos and virtual tours, clips of TV special, resource guides and more
- Preferred Partner hotlinks available from SHO.com and PointClickHome.com
- Brand name exposure on two email blasts to affluent Metropolitan Home subscribers
- Exposure on The Modern Mix online, Metropolitan Home's promotional website, as Preferred Partner
- Supporting ROS media opportunities on PointClickHome.com available

ABOUT THE DESIGNERS



JAMIE DRAKE

Jamie Drake is the man behind some of the country's most dynamic, distinctive and livable interiors. Equally comfortable in traditional and contemporary styles, he has a natural gift for making modern interiors inviting. Drake's device of choice is color – used boldly, fearlessly and with great flair. His notable projects include a Los Angeles showplace for Madonna and multiple projects for New York City Mayor Michael Bloomberg.



TORI GOLUB

Tori Golub's design firm is known for its carefully edited yet inviting modern aesthetic. She began her career as a fashion stylist in London and Paris before returning to New York 20 years ago to work as a residential designer. Her work is characterized by muted tones and a play of textures, resulting in serenely beautiful environments.



LAURA KIRAR

Laura Kirar uses luxurious materials and elegant details to create her timeless designs. She is founder and creative director of TRU Design, a high-end interior architecture and design firm and LKDL (Laura Kirar Design Licensing), a company that specializes in home furnishing designs. Kirar has created world-renown product collections for all of Kohler Interiors' companies – Baker, McGuire, Ann Sacks and Kallista.



AMY LAU

Amy Lau is known for crafting refined spaces organized according to modernist principles that are elegant extensions of clients' interests; more "curated" than "decorated." In addition to her work as an interior designer, Lau also advises collectors of 20th century decorative arts. She co-founded the prestigious Design Miami Fair in 2005 and recently finished designing the flagship boutique for fashion retailer, Elie Tahari.



WHITE WEBB

Matthew White is an interior designer of great range and growing renown. Rather than being known for a specific look, he creates something new with every project. His passion for history is clearly evident in his work, while his partnership with Frank Webb (a modernist) presents a refreshing blend of old and new. Although their projects are varied and diverse, there is a consistent sensibility within the work – warmth, comfort, beauty, quality and a keen interest in lasting design.

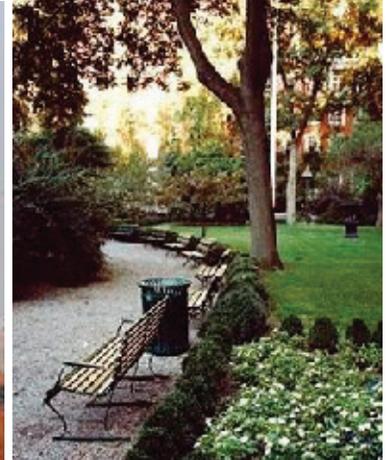


VICENTE WOLF

In the world of contemporary design, Vicente Wolf has been at the top for 30 years. He has designed a range of influential commercial and residential projects around the globe. Interior designer, entrepreneur, teacher, product designer and author, Wolf is driven by a passion for design guided by the principles of integrity and simplicity.



ABOUT THE HOUSE



The grand portal and stained glass vestibule of Metropolitan Home's *Showtime House* will welcome thousands of visitors this fall to 23 Gramercy Park South.

The double parlor of this rare four-story Greek Revival townhouse provides a dramatic setting where *Showtime House* guests will gather. From there, they will embark on an unforgettable tour of grandly proportioned rooms transformed into visionary modernist spaces by talented designers Jamie Drake, Tori Golub, Laura Kirar, Amy Lau, White Webb and Vicente Wolf.

Original architectural details such as pristine hardwood floors, marble mantelpieces, mahogany doors and cornice moldings will ground these inspired spaces, juxtaposing the elegance of antiquity with dynamic, modern flare. A breathtaking eight-foot-wide, oval-shaped, glass dome rests above the original grand staircase, bathing the house with natural sunlight.

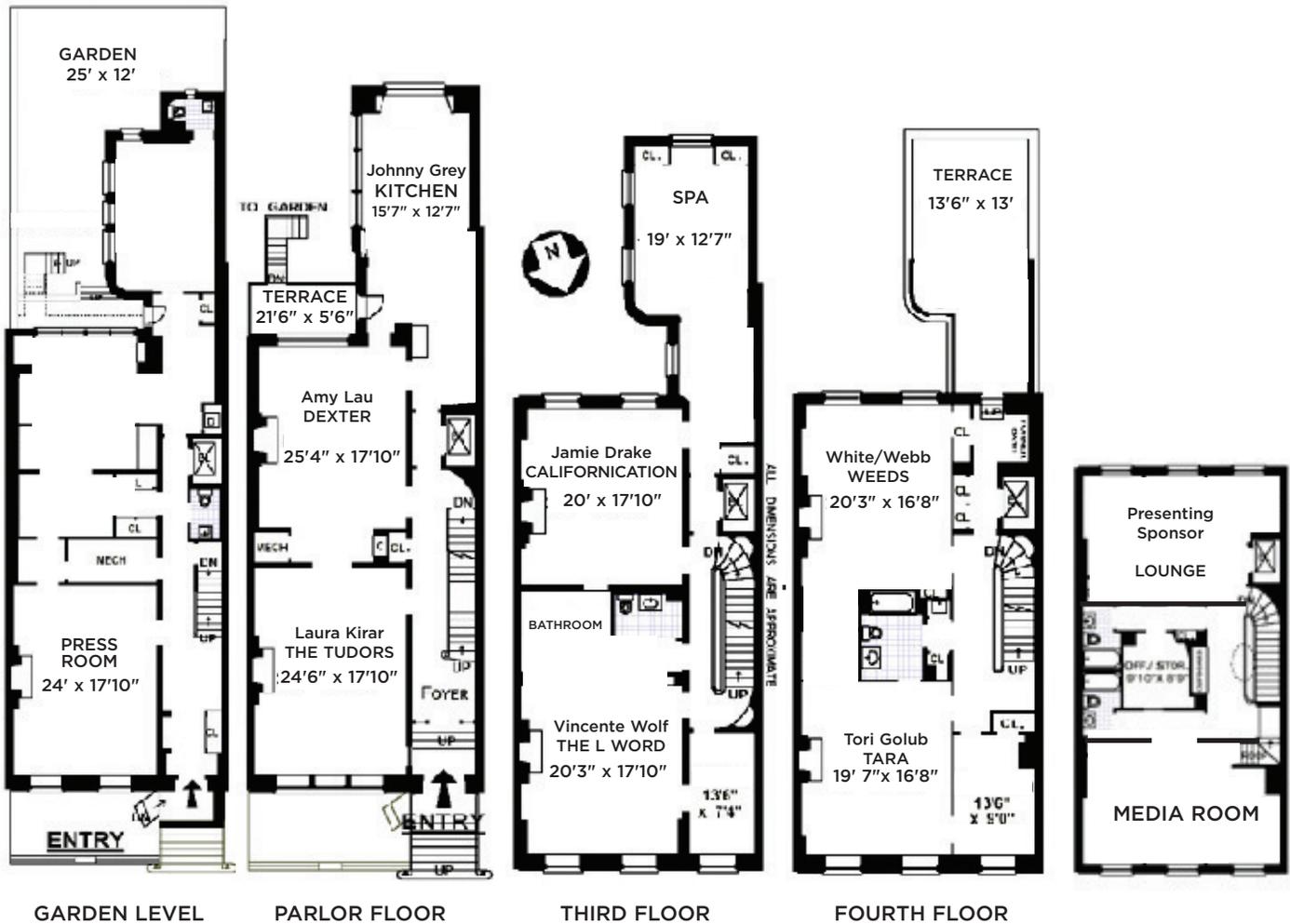
Built in 1847, this stunning townhouse neighbors one of New York City's most beautiful and exclusive parks. The home has its own verdant garden that is accessible from under the front stoop or the rear courtyard.

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THE FLOOR PLANS



FEATURES

- 2 Full Bathrooms
- 1 Spa Bathroom
- 6 Grand Rooms
- 1 State-of-the-art Kitchen
- 1 Private Garden
- 1 Media Room
- 1 Lounge