

Announcing A New Major Publication

April 21, 2008

When the premiere issue of **Seattle Street of Dreams Magazine** "hits the news stands" mid-July 2008, the public will have the opportunity to view some of the most inspiring homes in the Northwest.

With each issue, four very special residences will be featured in major spreads, including a **'celebrity' home, a special custom-built residence, a waterfront home, and a luxury condominium**. Every issue will also include a feature story with a top local restaurant owner/chef *at home in their own kitchen!*

I am confident that the pages, filled with perceptive prose and breathtaking photographs of "live" homes being lived in will provide inspiration and excitement to each reader. In effect, we are *adding* a new twist to our highly acclaimed Seattle Street of Dreams by bringing the Street directly into our reader's homes. And, as a stakeholder in the development of this magazine with Strategy Publishing, we have set our sights at the *highest level* and aim to surpass every regional and national 'home' magazine available today.

Seattle Street of Dreams Magazine will be driven by ad sales and mailed directly to 50,000 very select homes in the greater Seattle area *including the first 5,000 patrons that register on our website*. [There is no charge, so please sign up].

Our plans are to publish in January and July each year. *Don Olson*, one of the most respected managing editors, will oversee the stories for each residence. These elegant presentations will include pictures shot on location by professionals experienced in luxury home photography. The project's suppliers and professional team will be listed.

How can you be involved? If you are aware of (or perhaps you even own) a residence that fits the criteria mentioned above, please send us a brief description. Our desire is to emphasize creative and efficient use of space, [bigger isn't necessarily better] including excellence in architecture, construction, and interior design. We desire to highlight creativity, elegance, sophistication, sustainability, whimsy, the 'wow' factor, and home-related ideas *that inspire*.

We welcome your ideas to introduce our region to some very special properties and the people behind them for the premiere issue. Who knows, your home may end up on the cover!

For Home Submittals Contact info@seattlestreetofdreams.com

For Advertising Contact dionadvertising@comcast.net or pam.strategypub@comcast.net



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