

## Luxury Homeowners Embrace New Shelter Magazine

Linda Donnelly, publisher and editor of *The Modern Estate*, has much to celebrate as the magazine marks its first anniversary with a banner year of growth and a coveted gold Eddie Award for Editorial Excellence presented by *Folio: Magazine*.

Since launching last October, the quarterly magazine has been embraced by luxury homeowners in Fairfield and Westchester counties, who are able to learn the latest inside trade information within the accessible context of a consumer publication (Donnelly refers to it as a “hybrid”), something refreshingly unique within the shelter magazine market. Her husband, Richard, who co-founded the magazine, is a luxury homebuilder, whose knowledge of the most current innovations and technology for today’s state-of-the-art homes, helped hone the focus of the editorial.



Matt Kinsman, the Managing Editor at Folio magazine with *The Modern Estate* publisher/editor Linda Donnelly

*The Modern Estate* features ten editorial departments that include landscape design; architecture; construction; lighting; technology; interior design; green technology; restoration; arts and antiques and mechanicals. New to the magazine are an “Ask the Expert” column and a “Fourth Estate” feature that will profile the most desirable, lavish vacation-home communities.

True to her mission of creating content that is substantive and relevant, Donnelly asks professional experts – architects, builders and designers, to write about the newest trend in each industry. Since the professional is called upon for their expertise on the subject, they are given creative license to write about what they feel is most relative and new; how



people can get it; and how much it will cost. Unlike other magazines, the experts are also given a by-line.

In the Fall issue, Fairfield County luxury homebuilder, Richard Rosano of R.R. Builders discusses, what features and materials a homebuyer should expect in an luxury spec home in an article entitled “Grand Speculations”.

Readers like what they are seeing in *The Modern Estate*, and they are showing their support. Based on the publication’s vibrant growth, the summer issue distribution will expand into Litchfield County and the Hamptons, with Manhattan and sections of northern New Jersey soon to follow. This increase is very targeted and geared toward the highest end luxury homeowners in these areas.

*The Modern Estate* continues to raise the bar. From the 80-pound matte stock to the beautifully lush photos, the look and feel of *The Modern Estate* is as luxurious as the properties it features. To enhance the printed version, the entire magazine can also be viewed online at [www.themodernestate.com](http://www.themodernestate.com) giving readers the convenience of having the necessary information where and when they need it. Ever evolving, Donnelly has exciting plans for the website, including direct interaction with experts, enabling readers to have as comprehensive and rich an experience as possible.