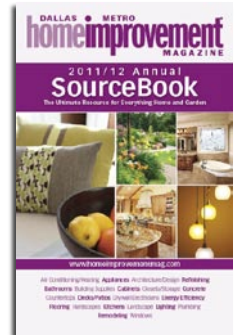


DALLAS METRO homeimprovement MAGAZINE

Monthly Magazine



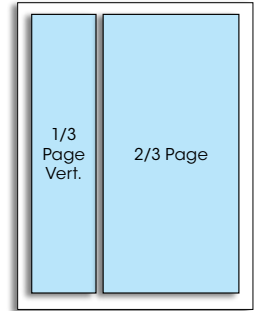
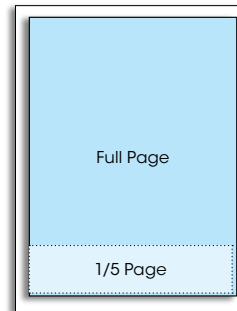
Annual SourceBook Directory



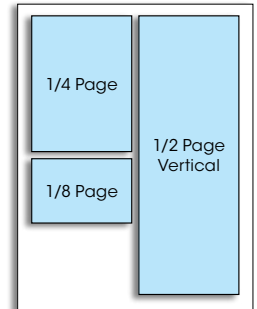
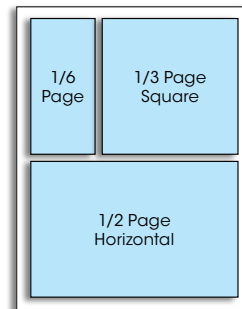
Ad Specs

	Bleed	Trim Size	Live Area
2 page spread	17" x 11.125"	16.75" x 10.875"	16.25" x 9.75"
full page	8.625" x 11.125"	8.375" x 10.875"	7.25" x 9.75"
	Ad Size		Ad Size
2/3 page	4.75" x 9.75"	1/3 page vertical	2.25" x 9.75"
1/2 page vertical	3.5" x 9.75"	1/3 page square	4.75" x 4.75"
1/2 page horizontal	7.25" x 4.75"	1/6 page	2.25" x 4.75"
1/4 page	3.5" x 4.75"	1/8 page	3.5" x 2.25"

All glossy, full-color format



Advertising Deadlines			
Issue	Deadline	Issue	Deadline
January	12/12	August	7/9
February	1/16	SourceBook	8/1
March	2/13	September	8/13
April	3/12	October	9/10
May	4/9	November	10/15
June	5/14	December	11/12
July	6/11		



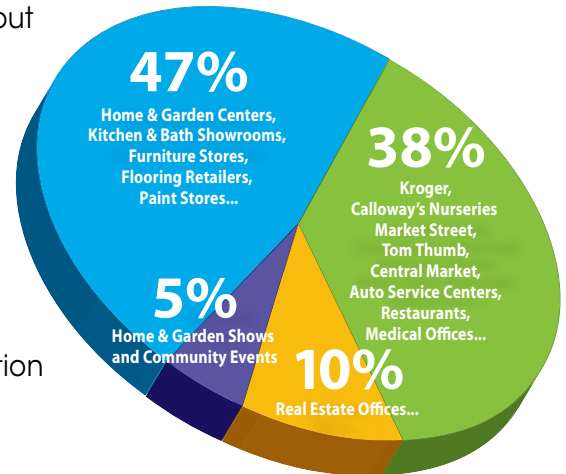
Editorial Calendar

<p>JANUARY SPECIAL SECTION: Green Living DEPARTMENTS: Remodeling, Entertainment & Security, Design & Décor</p>	<p>APRIL SPECIAL SECTION: Patios, Porches & Decks DEPARTMENTS: Green Living, Outdoor & Landscape, Remodeling</p>	<p>JULY SPECIAL SECTION: Best of Befores & Afters DEPARTMENTS: Maintenance & Repair, Flooring, Organization</p>	<p>OCTOBER SPECIAL SECTION: Flooring DEPARTMENTS: Maintenance & Repair, Entertainment & Security, Exteriors</p>
<p>FEBRUARY SPECIAL SECTION: Pools & Spas DEPARTMENTS: Maintenance & Repair, Lighting, Brick/Stone/Concrete</p>	<p>MAY SPECIAL SECTION: Maintenance & Repair DEPARTMENTS: Flooring, Exteriors, Entertainment/Security</p>	<p>AUGUST SPECIAL SECTION: Remodeling Planner DEPARTMENTS: Design & Decor, Remodeling, Green Living</p>	<p>NOVEMBER SPECIAL SECTION: Home Entertainment DEPARTMENTS: Remodeling, Design & Decor, Organization</p>
<p>MARCH SPECIAL SECTION: Landscape Planner DEPARTMENTS: Windows & Doors, Organization, Home Show</p>	<p>JUNE SPECIAL SECTION: Windows & Doors DEPARTMENTS: Kitchen & Bath, Lighting, Outdoor & Landscape</p>	<p>SEPTEMBER SPECIAL SECTION: Countertops & Cabinets DEPARTMENTS: Outdoor Landscape, Brick, Concrete & Stone, Home Show</p>	<p>DECEMBER SPECIAL SECTION: Kitchen & Bath Planner DEPARTMENTS: Kitchen & Bath, Lighting, Windows & Doors</p>

DISTRIBUTION

Dallas Metro Home Improvement magazine is a high quality, full color monthly publication, distributed to more than 800 locations throughout Dallas, Collin, Denton and Rockwall counties. Our magazine "goes where the homeowner goes" to include home and garden centers, kitchen and bath showrooms, furniture stores, flooring retailers, paint stores, as well as, grocery stores, fitness centers, restaurants, auto service centers, community events, and Home Shows. We believe, **"The best way to reach your target audience is to have your target audience reach for you."**

Dallas Metro Home Improvement is also proudly distributed to members of professional organizations such as the National Association of the Remodeling Industry (NARI), the National Kitchen & Bath Association (NKBA) and the Home Builders Association (HBA).



READER PROFILE

Gender

Female **67%**
Male **33%**

Plan to spend money on their home this year: **94%**

Age of the Home

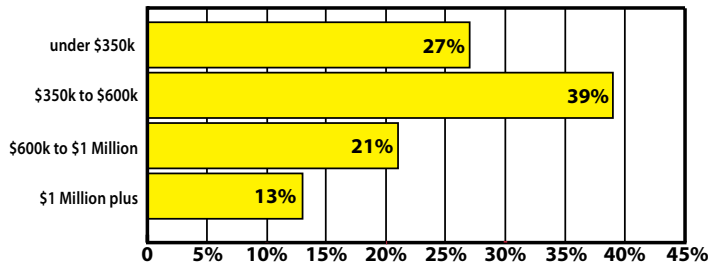
0-10 yrs. **30%**
10 yrs. + **70%**

Read by more than 2 people in the household: **67%**

Homeowner: **85%**

Keep past issues: **94%**

HOME VALUE



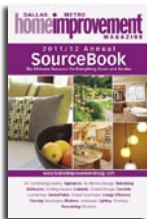
DEMOGRAPHICS

Home Improvement magazine reaches an affluent audience of quality-conscious consumers. These homeowners are seeking ideas, inspiration and resources for improving their homes. The magazine's readers are actively planning and implementing significant remodeling projects, and are not inclined to do the work themselves. They use *Home Improvement* magazine as a credible resource for locating accessible, quality-oriented solutions for improving the interior and exterior living spaces of their homes.

Home Improvement magazine is picked up and read by consumers whose primary interest is home improvement projects, products and services. This ensures your business receives qualified leads through qualified prospects. It guarantees contact with consumers who want to do business with your company.

ANNUAL SOURCEBOOK DIRECTORY

The annual SourceBook directory, a handy guide to Dallas' professionals, products, and services, debuts at the Dallas Home & Garden Show in September and is distributed throughout the year at hundreds of locations in and around the Dallas area. The SourceBook has been reduced to digest size to make it more portable and easy to store and is a useful and convenient means of connecting homeowners with professionals in home-related industries.



THE TOP REASONS TO ADVERTISE IN DALLAS METRO HOME IMPROVEMENT MAGAZINE

1. The most comprehensive home & garden resource for the Dallas area
2. Targeted readership
3. Long shelf Life
4. Inclusion in the Quick Reference Resource Listings
5. Inclusion in the comprehensive Resource Finder
6. Editorial opportunities in articles throughout the year
7. Presence on our website... Basic or Premium Listing
8. Cost effective advertising rates
9. Annual SourceBook directory distributed throughout the year