

# reaching the reader

## our target reader

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.

## prospect-based distribution

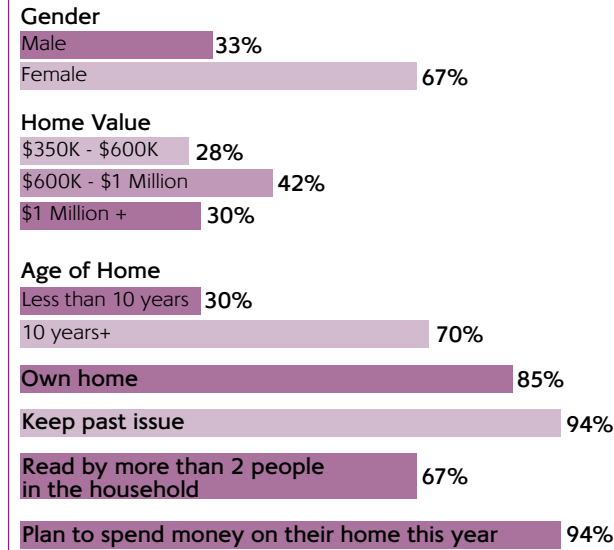
Home Improvement magazine is picked up and read by consumers whose primary interest is home improvement projects, products and services. This ensures your business receives qualified leads through qualified prospects. It guarantees contact with consumers who want to do business with your company.

Home Improvement magazine is distributed to multiple locations each month, including home improvement centers such as home and garden centers, kitchen and bath showrooms, flooring showrooms and other targeted high-traffic locations including restaurants, spas, day care centers and bookstores. For a complete listing, visit our Web site. Home Improvement magazine is distributed and monitored monthly.

### Ideal Distribution

- 60% Home Improvement Centers (home and garden centers, kitchen and bath showrooms and flooring showrooms)
- 40% Targeted, High-Traffic Areas (restaurants, spas, daycare centers and bookstores)
- Bonus Distribution (home and garden shows, community events, home tours, NARI, NKBA)

## Demographics: Who Is Our Target Reader?



## PDF specifications

- PDF must not contain multiple pages
- PDF must be of version 1.3 (Acrobat 4) or lower
- Each font shows as "Embedded" or "Embedded Subset" and does not show as "CID" or "RIP" or having nothing next to the name
- No security is set
- Registration set to: "Centered" at 6pt Offset
- Bleed set to: Symmetric at 0.125"
- CMYK color
- Resolution of Photos with in PDF: 225dpi
- Do not stuff or compress files

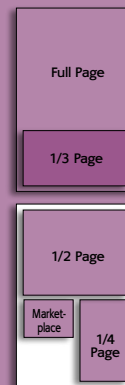
## ad specifications

## magazine specifications

<b>2 Page Spread</b> Trim Size: 16.75 x 10.875 Bleed Size: 17 x 11.125 Live Area: 16.25 x 9.75	<b>Full Page</b> Trim Size: 8.375 x 10.875 Bleed Size: 8.625 x 11.125 Live Area: 7.25 x 9.75
<b>1/2 Page Vertical</b> Trim Size: 3.5 x 9.75 Bleed Size: no bleed	<b>2/3 Page</b> Trim Size: 4.75 x 9.75 Bleed Size: no bleed
<b>1/2 Page Horizontal</b> Trim Size: 7.25 x 4.75 Bleed Size: no bleed	<b>1/4 Page</b> Trim Size: 3.5 x 4.75 Bleed Size: no bleed
<b>1/3 Page Vertical</b> Trim Size: 2.25 x 9.75 Bleed Size: no bleed	<b>1/6 Page</b> Trim Size: 2.25 x 4.75 Bleed Size: no bleed
<b>1/3 Page Square</b> Trim Size: 4.75 x 4.75 Bleed Size: no bleed	<b>1/8 Page</b> Trim Size: 3.5 x 2.25 Bleed Size: no bleed

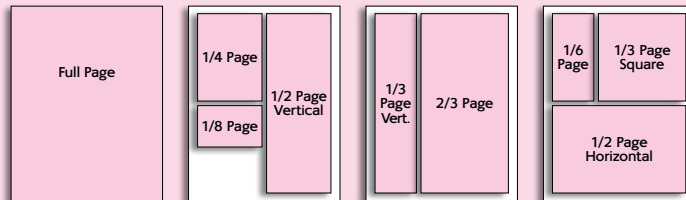
## sourcebook specifications

<b>2 Page Spread</b> Trim Size: 10.75 x 8.25 Bleed Size: 11 x 8.5 Live Area: 10.25 x 7.75	<b>Full Page</b> Trim Size: 5.375 x 8.25 Bleed Size: 5.625 x 8.5 Live Area: 4.875 x 7.75
<b>1/2 Page</b> Trim Size: 4.875 x 3.75 Bleed Size: no bleed	<b>1/4 Page</b> Trim Size: 2.32 x 3.75 Bleed Size: no bleed
<b>1/3 Page</b> Trim Size: 4.875 x 2.42 Bleed Size: no bleed	<b>Marketplace (1/8 Page)</b> Trim Size: 2.32 x 1.75 Bleed Size: no bleed

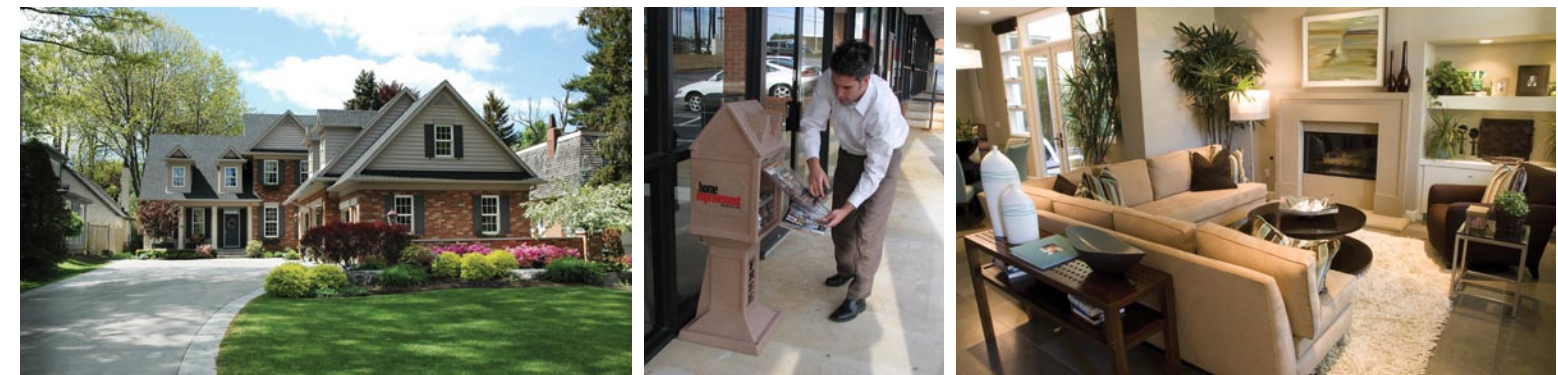


## ad agency policy

All advertisements created outside of Home Improvement magazine must be submitted as a high-quality PDF. Home Improvement magazine will place the PDF in the magazine as is and will not make any adjustments or changes to the PDF to ensure the intended quality of the advertisement. If the advertiser wishes to make a change, a new version of the PDF must be submitted.



2011 Media Kit



Smart home improvement starts here.

PO Box 547, North Aurora, IL 60542 | t: 630.801.7788 | f: 630.896.8136 | www.homeimprovementmag.com

## added value

### we give you more for your money

Home Improvement magazine offers more than just advertising.

We offer the following added value to reinforce your advertising message:

- Home Improvement magazine resource guide with ad page referral in every issue
- Listing in SourceBook - published once per year
- Listing on our Web site
- Special distribution at local home and garden shows and other community events
- Inclusion in special section resource boxes with ad page referral
- Opportunities to contribute information for Home Front and Design Finds

### the SourceBook

Once a year, we publish our home and garden resource directory, a compact and invaluable publication for readers looking for home and garden products and services. Complimentary copies are distributed at special home and garden shows throughout the year, in addition, to our normal distribution at locations which include home-improvement centers such as home and garden centers, kitchen and bath showrooms, flooring showrooms and other targeted high-traffic locations including restaurants, spas, daycare centers and bookstores. All Home Improvement magazine advertisers are listed at no charge in each issue. All display advertisers in SourceBook receive a bold listing with an ad page referral.

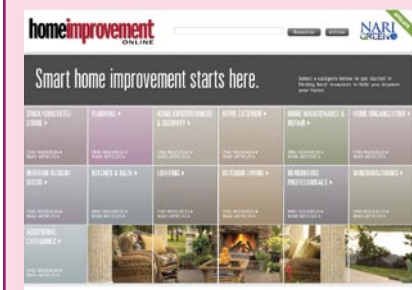


### industry partners

Home Improvement magazine is mailed to members of professional organizations such as the National Association of Remodeling Industry (NARI) and the National Kitchen and Bath Association (NKBA). Home Improvement magazine is also distributed at the area's most important exhibitions, including the home and garden shows. Home Improvement plays an active role in community events and is an active member of NARI and NKBA.



### online advertising



homeimprovementmag.com delivers targeted, powerful, affordable online marketing solutions for your business.

### Why Online?

1. Homeowners **research on the web** when **improving their home**. **60%** of all homeowners, or **80% more** than in 1999, go online when improving their home.
2. Homeowners **make purchases offline after researching** on the web. **2/3** of respondents who researched online went on to make purchases offline.
3. Adding **online** to your business marketing strategy allows you to **expand your reach** to the **total home improvement consumer community**.



We connect **active consumers** with **local resources**.

### editorial content

Each issue features a Special Section or Planner centered around an important aspect of home-improvement. A Special Section Resource Listing is included alongside this editorial, complementing the article and offering readers an easy way to find home-improvement help right away.

Each issue also includes several Resource Departments, which combine useful information on a variety of home-improvement topics with a corresponding handy listing of area Resources.

### editorial calendar

#### January 2011

Advertising Deadline: November 24, 2010

Special Section: The Future of Green Building

Departments: Design & Decor; Home Shows/Events

#### February 2011

Advertising Deadline: December 22, 2010

Special Section: Flooring Design Meets Durability

Departments: Remodeling; Organization; Home Shows/Events

#### March 2011

Advertising Deadline: January 26, 2011

Special Section: Pool and Spa Enhancements

Departments: Lighting; Windows & Doors; Home Shows/Events

#### SourceBook 2011

Advertising Deadline: February 10, 2011

#### April 2011

Advertising Deadline: February 23, 2011

Special Section: Landscape/Outdoor Living Planner

Departments: Remodeling; Brick/Stone/Concrete; Entertainment /Security

#### May 2011

Advertising Deadline: March 23, 2011

Special Section: Porches, Patios and Decks

Departments: Kitchen & Bath; Exteriors; Outdoor/Landscape

#### June 2011

Advertising Deadline: April 20, 2011

Special Section: Windows & Doors

Departments: Remodeling; Brick/Stone/Concrete; Outdoor/Landscape

#### July 2011

Advertising Deadline: May 25, 2011

Special Section: Best Of Issue Before and Afters

Departments: Lighting; Windows & Doors; Exteriors

#### August 2011

Advertising Deadline: June 22, 2011

Special Section: Remodeling Planner

Departments: Organization; Design & Decor; Outdoor/Landscape

#### September 2011

Advertising Deadline: July 20, 2011

Special Section: Lighting Trends

Departments: Kitchen & Bath; Home Shows/Events

#### October 2011

Advertising Deadline: August 24, 2011

Special Section: Cabinets and Countertops

Departments: Maintenance & Repair; Exteriors; Home Shows/Events

#### November 2011

Advertising Deadline: September 21, 2011

Special Section: Exterior Lighting/Home Security

Departments: Green Living; Flooring; Maintenance & Repair

#### December 2011

Advertising Deadline: October 26, 2011

Special Section: Kitchen & Bath Planner

Departments: Lighting; Organization; Design & Decor

### mission statement



The mission of Home Improvement magazine is to provide consumers with ideas, inspiration, education, and local resources to get their home-improvement projects done, whatever the scope of their projects and budgets.

It is our goal to be the local resource for information on every aspect of home improvement, including remodeling, maintenance, design and décor, gardening, organization, new products and developments in the industry.

When a homeowner thinks about improvement, we want them to think of Home Improvement magazine.