HOME IMPROVEMENT Guides.com

2027 Media Kit

Advertising Solutions For
Home Improvement Contractors





LEARN ABOUT OUR PASSION.

We've cornered the market on connecting home improvement professionals with interested homeowners. Learn how.

ADVERTISING BENEFITS

Home Improvement Guide supports a multi-media strategy and approaches marketing in 3 ways.

Print Advertising

Print advertising offers a tangible product for people to hold and flip through. We offer two options:
Option 1: Magazines available free at high-traffic locations
Option 2: Magazines mailed directly to homes.

Web Advertising

Web searches are another way to find out about your business. Our website is SEO driven and promoted in our print publications as well as our social media platforms to help people find out about you on the internet.

Coupon Advertising

Who doesn't like a great deal? We put your coupons directly on our homepage to give you the best chance of gaining customers. This is a unique service only offered by Home Improvement Guide.

We offer our advertisers unique opportunities to connect with readers through broad distribution, direct mail, website advertising and home shows.

HOME IMPROVEMENT GUIDE was launched in 1999 and has grown into one of the most popular home improvement magazines in the Northeast (New Jersey, Pennsylvania & New York). The magazine has unparalleled readership as we have two different methods of distribution - our magazines are (1) available free at high-traffic locations or (2) are mailed direct to homes.
HOME IMPROVEMENT GUIDE offers local resources for homeowners at every stage of their renovation.

HOME IMPROVEMENT GUIDE is distributed at many home shows in NJ, PA & NY. We personally hand a copy of the magazine to every person that walks through the door. We connect with homeowners to let them know who we are and how we can help them in the home improvement planning process.

Homeowners read our magazine in preparation for their home improvement projects. They check out who's in our magazine and compare what home improvement companies have to offer. HOME IMPROVEMENT GUIDE has become such a familiar entity that homeowners naturally seek out and use as they plan their renovations.

Our website, HomeImprovementGuides.com offers homeowners many resources for planning their home improvement projects including access to roofers, carpenters, masons, window, kitchen and bathroom companies. The website contains a prominently displayed search feature populated with a database of our advertisers. Homeowners can type in exactly what they are looking for and get results instantaneously. We also have a prominently displayed coupon section where homeowners can take advantage of local specials offered by our home improvement professionals.

HOME IMPROVEMENT GUIDE is the most comprehensive way to search for a local home improvement professional. If you want to be noticed, please consider advertising with us!





Home Improvement Guide
24 Merchants Way, Suite 201, Colts Neck, NJ 07722
P: 732-780-7474 F: 732-414-1736 E: info@homeimprovementguides.com
www.HomeImprovementGuides.com



BROAD DISTRIBUTION PRINT ADVERTISING

Broad distribution &,
high circulation
with virtually no waste!

OPTION 1: AVAILABLE FREE AT HIGH-TRAFFIC LOCATIONS

TWO FREE MONTHS
New Advertisers*

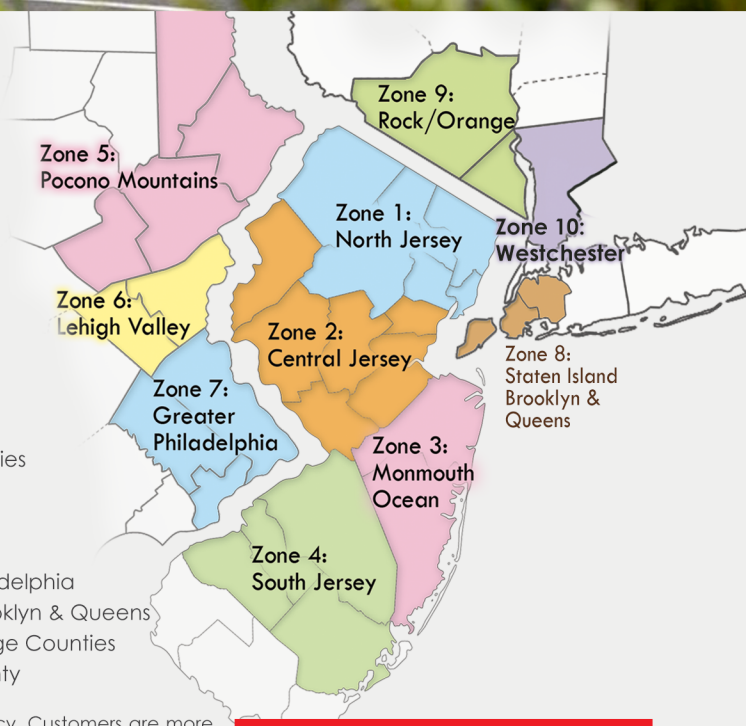
RATES ARE FOR ONE ZONE FOR ONE MONTH

ALL ADS ARE FULL COLOR		
2027	Zones 1, 2, 3, 4, or 7	Zones 5, 6, 8, 9, or 10
Classified	$99	$79
Quarter	$295	$195
Half	$495	$295
Full	$895	$495
Full Glossy	$1,095	CALL

Discounts
- **5% OFF - 2 or more zones**
- **5% OFF - 6 or 12 month contracts**

Zones:

Zone 01: North Jersey
Bergen, Passaic, Morris, Essex, Hudson & Sussex Counties
Zone 02: Central Jersey
Middlesex, Somerset, Hunterdon, Mercer, Union & Warren Counties
Zone 03: Monmouth/Ocean
Monmouth & Ocean Counties
Zone 04: South Jersey
Burlington, Camden, Gloucester & Atlantic Counties
Zone 05: Pocono Mountains
Wayne, Pike, Monroe & Carbon Counties
Zone 06: Lehigh Valley
Northampton & Lehigh Counties
Zone 07: Greater Philadelphia
Bucks, Montgomery, Delaware & Philadelphia
Zone 08: New York - Staten Island, Brooklyn & Queens
Zone 09: New York - Rockland & Orange Counties
Zone 10: New York - Westchester County



CONSISTENCY

*Anyone will tell you, the key to advertising is consistency. Customers are more likely to call you if they see your ad every month. So, to help you advertise successfully, new advertisers pay for their first month of advertising and get the next two months FREE!

Print Marketing

Our name Home Improvement Guide says it all. If you are planning to renovate and need a plumber, a carpenter, an electrician, or anything else regarding improving your home, pick up a copy and find resources to help you. We offer the reader a free publication filled with home improvement information, ideas, special promotions and savings.

Broad Distribution

We have contracts with rack rental programs in high traffic locations like supermarkets, drug stores, convenience stores and retail chains. By distributing our magazines in popular locations, only those who are interested in reading the magazine pick it up…and use it! This method of distribution assures you of interested readers.

Expanded Coverage

Our coverage is unrivaled. Unlike most other magazines, our publication covers counties, not towns. Our expanded coverage benefits both advertisers and readers. Advertisers reach a broader customer base and readers have more choices. Home Improvement Guide has 10 editions distributed throughout NJ, PA & NY.



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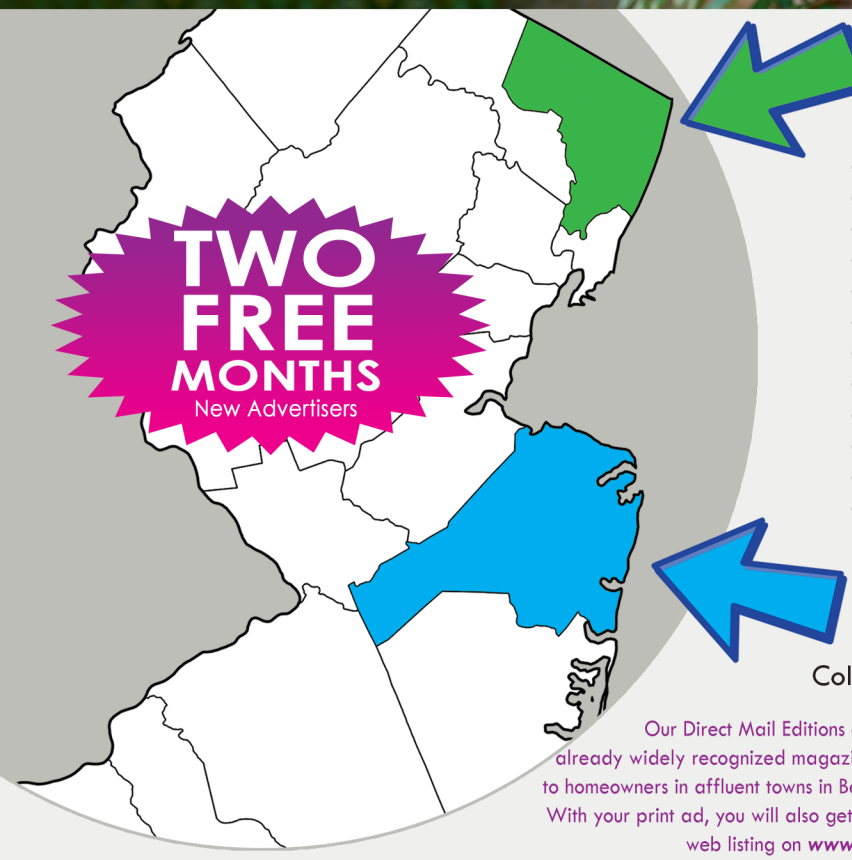
HOME IMPROVEMENT Guides.com

DIRECT MAIL
PRINT ADVERTISING

Our direct mail option is mailed to thousands of homes each month.



OPTION 2: MAILED DIRECTLY TO HOMES



BERGEN COUNTY

MAILED TO HOMES IN THESE TOWNS:

- Allendale
- Fair Lawn
- Franklin Lakes
- Ho-Ho-Kus
- Mahwah
- Midland Park
- Oakland
- Ramsey
- Ridgewood
- Glen Rock
- Saddle River
- Waldwick
- Wyckoff
- Bergenfield
- Closter
- Cresskill
- Demarest
- Dumont
- Emerson
- Englewood
- Englewood Cliffs
- Harrington Park
- Haworth
- Hillsdale
- Montvale
- New Milford
- Northvale
- Norwood
- Oradell
- Paramus
- Park Ridge
- River Edge
- Teaneck
- Tenafly
- Westwood
- Twp Washington
- Woodcliff Lake

MONMOUTH COUNTY

MAILED TO EVERY HOME IN:

Colts Neck • Rumson • Holmdel • Fair Haven • Little Silver

Our Direct Mail Editions offer you an alternative to our already widely recognized magazines! These editions are mailed to homeowners in affluent towns in Bergen and Monmouth Counties. With your print ad, you will also get a ***FREE*** prominently displayed web listing on ***www.HomeImprovementGuides.com.***



MONTHLY ADVERTISING RATES PER COUNTY

Quarter $495	Half $695	Full $995	Premium $1,095	Full Bleed $1,295
Front Cover $1,595	Front Inside $1,395	CenterSpread $2,500	Back Inside $1,395	Back Cover $1,495



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HOME IMPROVEMENT Guides.com

WEBSITE ADVERTISING

Enhance your advertising experience with a listing on our website!

SUPPLEMENTAL OPTION 3: WEBSITE LISTING

CONTRACTOR PROFILE LISTINGS

Basic Package Is Included With Your 1/4, 1/2 or Full Page Print Ad At NO COST!

BASIC INTERNET PACKAGE

$195 Per Year!

Includes

- Contact Information Including Company Logo
- Text Description & Link to your website
- Choice of 1 Search Category
- Choice of 1 Zone

DELUXE INTERNET PACKAGE

$595 Per Year!

Includes All of Basic Package Plus

- Digital Ad Display
- Display of up to 10 Pictures
- Choice of Relevant Search Categories
- Choice of Zones



Web-Only Advertising Packages!

Are you a contractor looking to build your internet presence and get your name noticed online?

Advertise your Business on our website and reach your target market online!

The power of print allows us to market our website to homeowners looking for home improvements. Each month, hundreds of readers visit our website to find their next home improvement professional. Advertise on our website and have your name in front of potential customers eager for your business!

Our website is Search Engine Optimized to organically rank high on internet searches. We also promote our website on social media platforms and point people directly to our search feature.



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COUPON ADVERTISING

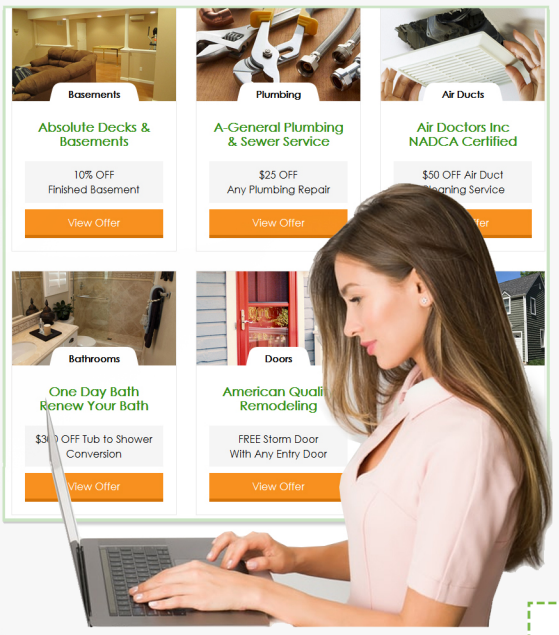
Offer something and
they will call.
Coupons connect you.
Start. The. Conversation.

SUPPLEMENTAL OPTION 4: COUPON ON HOMEPAGE

HOMEPAGE COUPON ADVERTISING

6 MONTHS	12 MONTHS
Your Coupon On Our Homepage	Your Coupon On Our Homepage
For 6 Months	For 12 Months
$300	**$500**

For Print Advertisers Only!



Coupon Advertising!

Coupons are currency that drive homeowners to your business.

The power of print allows us to market our website to homeowners looking for home improvements. Along with SEO and social media marketing, we provide a comprehensive approach to drawing homeowners to our website. However, once they are there, who should they call? We have prominently featured a coupon section on our homepage to give you a direct advantage. Better yet, coupons make homeowners want to call you over your competition. Offer something and start the conversation. You're more likely to gain the business once the connection has been made.



YES WE COUPON AND MORE!



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PRODUCTION SPECS

Creativity is key.
Make your ad shine.

PRINT DEADLINE & SPECIFICATIONS

We provide free graphic design services and advice for creating your ad.
Have questions? We'd love to talk about it.

Full Page	Half Page	Quarter Page	Classified
6.5" (w) x 9.5" (h)	6.5" (w) x 4.75" (h)	3.25" (w) x 4.75" (h)	2" (w) x 2.75" (h)

- All camera ready ads must be at least 300 dpi.
- All color should be CMYK.
- All black type should be created as: 0% C, 0% M, 0% Y, 100% K
- All fonts must be embedded.
- Preferred file format for ad is a flattened PDF.

Please call to discuss deadlines and additional details.



WEB SPECIFICATIONS

Please call to discuss deadlines and additional details.

Listing Ad: 1950px wide x 530px high, 300 dpi, RGB, JPG
Header Ad: 1140px wide x 180px high, 72 dpi, RGB, JPG



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For All Advertising Information, Inquiries, Comments and Questions

Call 732-780-7474 to speak with a team member.
Email: info@homeimprovementguides.com

New Advertiser Agreement

Please fill out and return with ad copy to:
24 Merchants Way, Suite 201, Colts Neck, NJ 07722
Phone: 732-780-7474 • Fax: 732-414-1736
Email: info@homeimprovementguides.com

HOME IMPROVEMENT Guides.com

NAME:		DATE:	
COMPANY:			
ADDRESS:			
CITY:		STATE:	ZIP:
PHONE:	CELL PHONE:		
FAX:	EMAIL:		

Which zone(s) would you like your ad to be placed in?

- ☐ **Zone 01: North Jersey** – Bergen, Passaic, Morris, Essex, Hudson & Sussex Counties
- ☐ **Zone 02: Central Jersey** – Middlesex, Somerset, Hunterdon, Mercer, Union & Warren Counties
- ☐ **Zone 03: Monmouth/Ocean** – Monmouth & Ocean Counties
- ☐ **Zone 04: South Jersey** – Burlington, Camden, Gloucester & Atlantic Counties
- ☐ **Zone 05: Pocono Mountains** – Wayne, Pike, Monroe & Carbon Counties
- ☐ **Zone 06: Lehigh Valley** – Northampton & Lehigh Counties
- ☐ **Zone 07: Greater Philadelphia** – Bucks, Montgomery, Delaware & Philadelphi
- ☐ **Zone 08: New York** – Staten Island, Brooklyn & Queens
- ☐ **Zone 09: New York** – Rockland & Orange Counties
- ☐ **Zone 10: New York** – Westchester County

Please Circle or Check Your Choice Be

RATES ARE P... Per Mon	Pricing For Zones 1, 2, ... 4, or ...	Pricing For Zones 5, ... 8, 9, or 10
Color Classified / **Double Classifie**	☐ ...99 ☐ $...8	☐ $79 ☐ $158
Quarter Page Color	☐ $295	☐ $195
Half Page Color	☐ $495	☐ $295
Full Page Color Regular Position Premium Position Glossy Paper	☐ $895 ☐ $995 ☐ $1,095 Zones 1, 2, 3, or 4 Only	☐ $495 ☐ $595

NEW ADVERTISER!
Pay For Your First Month, Get Next 2 MONTHS FREE

Additional Discounts

5% OFF
When you purchase 2 or more zones listed above

5% OFF
When you sign a 6 or 12 month contract

Call For Cover Position Options & Availability!

HIC Reg. #		Plumbing Lic #		Electrical Lic #	

VISA AMEX MC DISC Account Number:	Exp Date:	Security Code:
Credit Card Billing Address (if different from above)		

☐ I am mailing in a check. ***Payment must be received by the 20th.***

By completing this form, I agree to pay for my ad before the next issue goes to print. If I decide to advertise after my two free months, my ad will au... unless I otherwise specify or I cancel in writing by the 20th of the month prior to publishing.

SAMPLE

Learn More About These Advertising Options

- **Monthly Pick-up Magazine Advertising**
- **Monthly Direct Mail Magazine Advertising**
- **Website Advertising**
- **Coupon Advertising**

As a new advertiser, you will need to complete an agreement. Call or email us and we will send you the appropriate form for the advertising you choose!

NO LONG-TERM COMMITMENTS!





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