

HOME IMPROVEMENT

Guides.com

2025 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!

FREE
HOME IMPROVEMENT
Guides.com
ADVERTISING THAT REALLY WORKS!
EDITIONS THROUGHOUT NJ, PA, NY & CT

WINDOW NATION
EXCLUSIVE MONEY SAVING OFFER
0% DOWN 0% PAYMENTS 0% INTEREST
FOR 2 YEARS
AND
BUY 2 WINDOWS GET 2 FREE!

SERVICE 99.5%
9 out of 10 homeowners rate us as the best in the business

SATISFACTION 96%
9 out of 10 homeowners rate us as the best in the business

SELECTION 1500+
More than 1500 products and options to choose from

Call (877) 349-0303
*Offer valid on Windows and Customized Windows. Offer valid on Windows. Cannot be combined with any other offer. Excludes other than 12' long windows. Double hung windows with standard installation. Subject to Credit Approval. Offer ends 12/31/13



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



HOME IMPROVEMENT

Guides.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

2025	Zones 1, 2, 3, 4, or 7	Zones 5, 6, 8, 9, or 10
Classified	\$99	\$79
Quarter	\$295	\$195
Half	\$495	\$295
Full	\$795	\$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

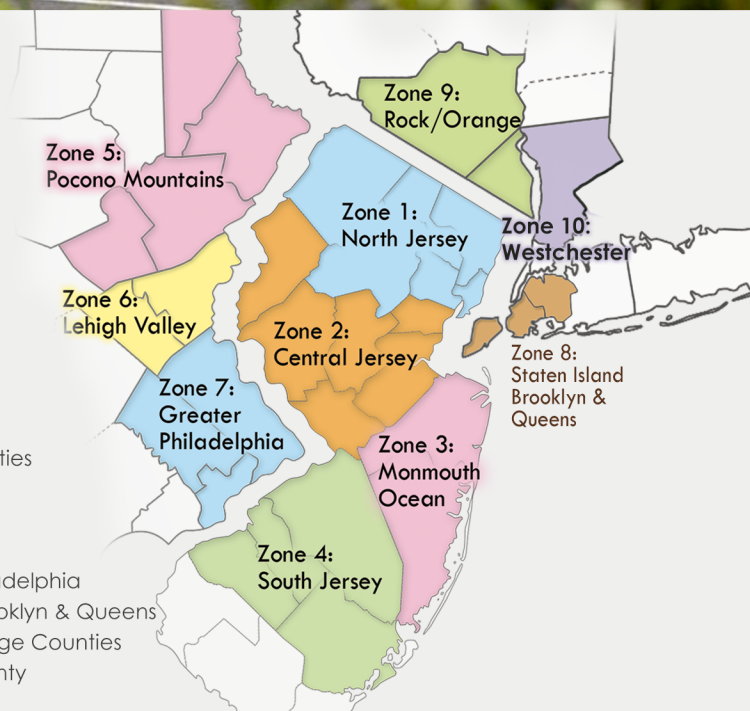
Zone 07: Greater Philadelphia

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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FREE

HOME IMPROVEMENT

ADVERTISING THAT REALLY WORKS! *Guides.com*

EDITIONS THROUGHOUT NJ, PA, NY & CT

FROM OUR FAMILY TO YOURS, LET'S MAKE YOUR KITCHEN MAGIC

NEW CABINETS | CABINET REFACING | COUNTERTOPS | BACKSPLASHES

SAVE 10% ON YOUR FULL KITCHEN REMODEL*

Discount applies to purchase of new cabinets or cabinetry with a countertop. Does not apply to countertops. May not combine with other offers or prior purchases. NJ License # 019600890000. OFFER EXPIRES 12/31/25

Kitchen Magic KITCHEN REMODELING EXPERTS

AMERICAN MADE | AWARD WINNING | FAMILY OWNED

855.930.3437 | Free Quotes

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 \$895	Premium \$995	Full Bleed \$1,295
Front Cover \$1,595	Front Inside \$1,395	Center Spread \$2,500	Back Inside \$1,395	Back Cover \$1,495

DIRECT MAIL HOME IMPROVEMENT

MAILED TO EVERY HOME IN
Colts Neck • Rumson • Holmdel • Fair Haven



ROOFING | SIDING | WINDOWS

Call Today for a Free Estimate! ☎ 855.624.6655

100% FINANCING AVAILABLE | FAMILY OWNED & OPERATED

MagnoliaHomeRemodeling.com



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HOME IMPROVEMENT



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.

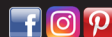


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FREE

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ADVERTISING THAT REALLY WORKS! *Guides.com*

EDITIONS THROUGHOUT NJ, PA, NY & CT

Live life outside®

Save now with **50% OFF*** Your First Application

Get the most out of your lawn this spring.

SCHEDULE YOUR APPOINTMENT TODAY!

1-888-809-2368

*Requires purchase of annual plan. Special price is for first lawn application only. Requires purchase of annual plan for new residential Easyway or TruGreen customers only. Valid at participating TruGreen locations. Availability of services may vary by geography. Not to be combined with or used in conjunction with any other offer or discount. Additional restrictions may apply. Consumer responsible for all sales tax. Purchase of annual lawn plan required for TruGreen Lawn Assessment, which is performed at the first visit. TruGreen agrees to annual plan contracts only. Offer good through 03/31/2015. ©2015 TruGreen United Partnership. All rights reserved. In Connecticut, 8-0153, 8-1305, 8-0157, 8-0205, 8-0155.



COUPON ADVERTISING

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



SUPPLEMENTAL OPTION 4: COUPON ON HOMEPAGE

HOMEPAGE COUPON ADVERTISING

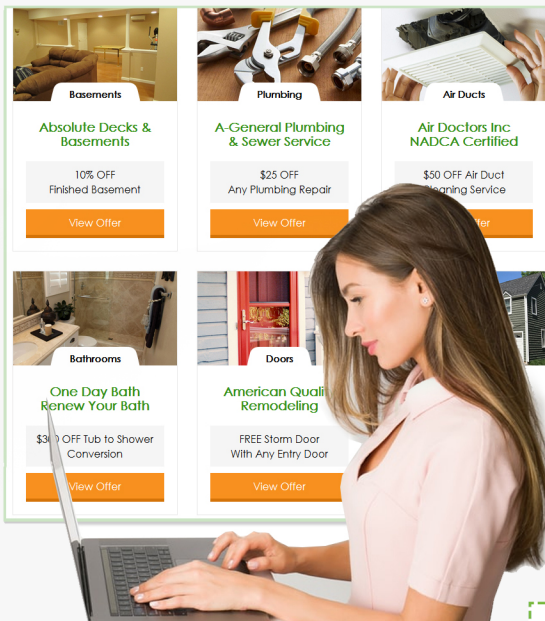
6 MONTHS

Your Coupon
On Our Homepage
For 6 Months
\$300

For Print
Advertisers
Only!

12 MONTHS

Your Coupon
On Our Homepage
For 12 Months
\$500



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.



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FREE

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Guides.com

ADVERTISING THAT REALLY WORKS!
EDITIONS THROUGHOUT NJ, PA, NY & CT

Save on Windows & Doors!

BUY ONE, GET ONE AND **40% OFF** \$0 Money Down AND \$0 Interest \$0 Monthly Payments for 12 months!

Minimum purchase of 4 - Interest accrues from the date of purchase that is waived if paid in full within 12 months.

Call by July 31 to schedule your FREE consultation.

866-211-2393

RENEWAL by ANDERSEN

100% WINDOW DOOR REPLACEMENT



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
6.5" (w) x 9.5" (h)

Half Page
6.5" (w) x 4.75" (h)

Quarter Page
3.25" (w) x 4.75" (h)

Classified
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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Guides.com

ADVERTISING THAT REALLY WORKS!
EDITIONS THROUGHOUT NJ, PA, NY & CT

Custom Pull-Out Shelves
for your existing cabinets and pantry.

12 MONTH WARRANTY

50% OFF INSTALL!

Easy access, less stress, everything within reach.
Call for Your FREE Design Consultation:
(855) 339-1161

ShelfGenie®
EVERYTHING WITHIN REACH
a Neighborly company

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Guides.com



CONTACT

We'd love to hear from you! Let us help guide you through the advertising process.

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



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

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 & Philadelphia Counties
☐ 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 Below

RATES ARE Per Month	Pricing For Zones 1, 2, 3, 4, or 5	Pricing For Zones 6, 7, 8, 9, or 10	NEW ADVERTISER! Pay For Your First Month, Get Next 2 MONTHS FREE
Color Classified	<input type="checkbox"/> \$99	<input type="checkbox"/> \$79	Additional Discounts
Double Classified	<input type="checkbox"/> \$198	<input type="checkbox"/> \$158	5% OFF When you purchase 2 or more zones listed above
Quarter Page Color	<input type="checkbox"/> \$295	<input type="checkbox"/> \$195	5% OFF When you sign a 6 or 12 month contract
Half Page Color	<input type="checkbox"/> \$495	<input type="checkbox"/> \$295	Call For Cover Position Options & Availability!
Full Page Color			
Regular Position	<input type="checkbox"/> \$795	<input type="checkbox"/> \$495	
Premium Position	<input type="checkbox"/> \$895	<input type="checkbox"/> \$595	
Glossy Paper	<input type="checkbox"/> \$1,095		
	Zones 1, 2, or 3 Only		

HIC Reg. #	Plumbing Lic #	Electrical Lic #
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VISA AMEX MC DISC Account Number:	Exp Date:	Security Code:
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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 automatically be billed to my credit card unless I otherwise specify or I cancel in writing by the 20th of the month prior to publishing.



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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!

ADVERTISING THAT REALLY WORKS! EDITIONS THROUGHOUT NJ, PA, NY & CT

BACKED BY A YEAR-ROUND CLOG-FREE GUARANTEE

EXCLUSIVE LIMITED TIME OFFER!

20% OFF + 10% OFF

FINANCING THAT FITS YOUR BUDGET!

CALL US TODAY FOR A FREE ESTIMATE 1-844-887-8801