

# house trends®



*media kit*

cincinnati | **CLEVELAND** | columbus | dayton | tampa bay

**audience** | print + digital



**housetrends**

Source: N-Focus Consulting

**MEDIAN HOME VALUE**  
**\$425,000**

**MEDIAN HOUSEHOLD INCOME**  
**\$200,000**

**AVERAGE READERSHIP**  
**55,000**  
PER PRINT ISSUE

**AVG LENGTH OF RESIDENCE**  
**12 YEARS**

**COLLEGE GRAD**  
**91%**

**HOMEOWNER**  
**98%**

**ONLINE**  
**27,125**  
AVERAGE MONTHLY UNIQUE VISITORS

**SOCIAL MEDIA FOLLOWERS**  
**29,328**

FACEBOOK • PINTEREST • TWITTER • HOZZ  
YOUTUBE • INSTAGRAM • LINKEDIN • GOOGLE+

**AVG DIGITAL EDITION**  
**30,000+**  
TOTAL ANNUAL PAGE VIEWS

**E-NEWS**  
**6,084**  
SUBSCRIBERS

MARCH/APRIL



Ad Space Reserved By: 2/6/19  
Art Deadline: 2/26/19  
In-homes: 3/23/19

MAY/JUNE



Ad Space Reserved By: 4/3/19  
Art Deadline: 4/10/19  
In-homes: 5/10/19

JULY



Ad Space Reserved By: 6/12/19  
Art Deadline: 6/25/19  
In-homes: 7/26

OCTOBER



Ad Space Reserved By: 8/14/19  
Art Deadline: 9/10/19  
In-homes: 10/7/19

DECEMBER: IDEA BOOK



Ad Space Reserved By: 10/16/19  
Art Deadline: 11/18/19  
In-homes: 12/16/19



**KITCHENS & BATHS**

**REMODELS**

**OUTDOOR  
LIVING**

**RECIPES**

**INTERIOR DESIGN**

# distribution | by community

Avon	Independence	Twinsburg	Portage Lakes
Avon Lake	North Royalton	Brainbridge	Akron
Chargin Falls	Strongsville	Mayfield Heights	Bratenahl
Chardon	Olmsted Falls	Stow	Hunting Valley
Chesterland	Solon	Macedonia	Bentleyville
Gates Mills	Bay Village	Monroe Falls	Jackson Township
Mentor	Brecksville	Green	Montville
Newbury	Westlake	Wadsworth	Copley
Novelty	Broadview Heights	North Canton	Sharon Center
Painesville	South Russell	Fairlawn	Granger
Willoughby	Moreland Hills	Kent	Peninsula
Cleveland	Shaker Heights	Tallmadge	Fairlawn
Lakewood	Pepper Pike	Cuyahoga Falls	Medina
Rocky River	Orange	Silver Lake	Hudson
Beachwood	Highland Heights	Brunswick	Hinckley

**Distribution per issue: 20,000 print | 100,000 email | Readership per print issue: 55,000\***

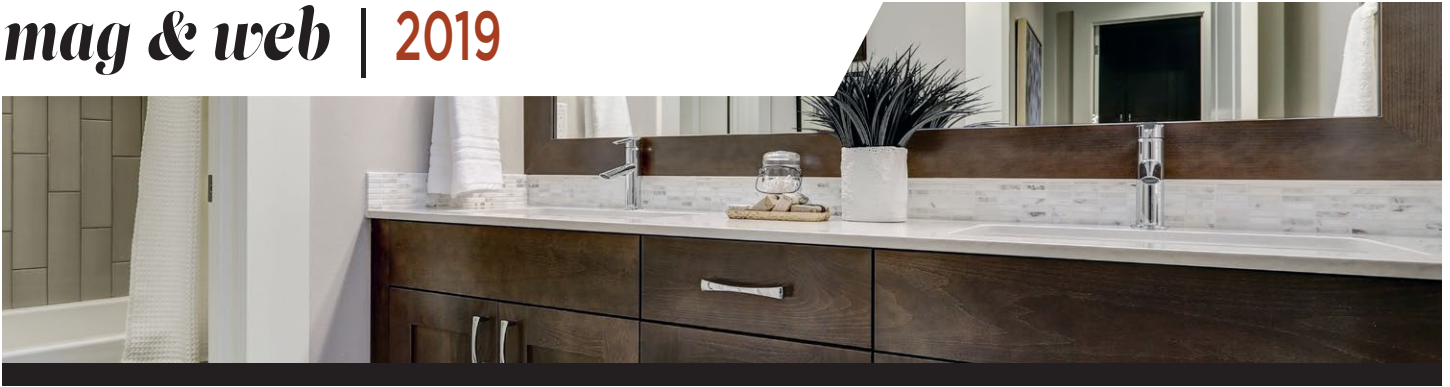
Mailings are targeted to the area's most affluent homeowners and saturated in those neighborhoods with the highest home income levels.

Distributed to subscribers, home renovators and building and design businesses - 500 copies.

Distribution shown is a representation of coverage and may vary based on current postal information and alternating routes selected.

**Emailed to 100,000 targeted email addresses based on income and home value, with an average open rate of 10-14%**

# mag & web | 2019



## **HOUSETRENDS MAGAZINE + HOUSETRENDS.COM**

*(All packages below include)*

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Quarterly Magazine Ads (4/yr) + Housetrends Idea Book

Digital Housetrends Magazine with Clickable Links: Reach additional Housetrends fans with our digital version  
Your ad links directly to your website

Quarterly Housetrends email blast to 100,000 affluent homeowners

Housetrends Find a Pro Enhanced Business Profile: Enhanced business listing on the Find a Pro Section including company logo and web address, photos, videos, and social links and lead-form

Resource Listings and hyperlinks on related stories throughout Housetrends.com

## **HOUSETRENDS BASIC-MAGAZINE AD SIZES**

Two Pages

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One Page

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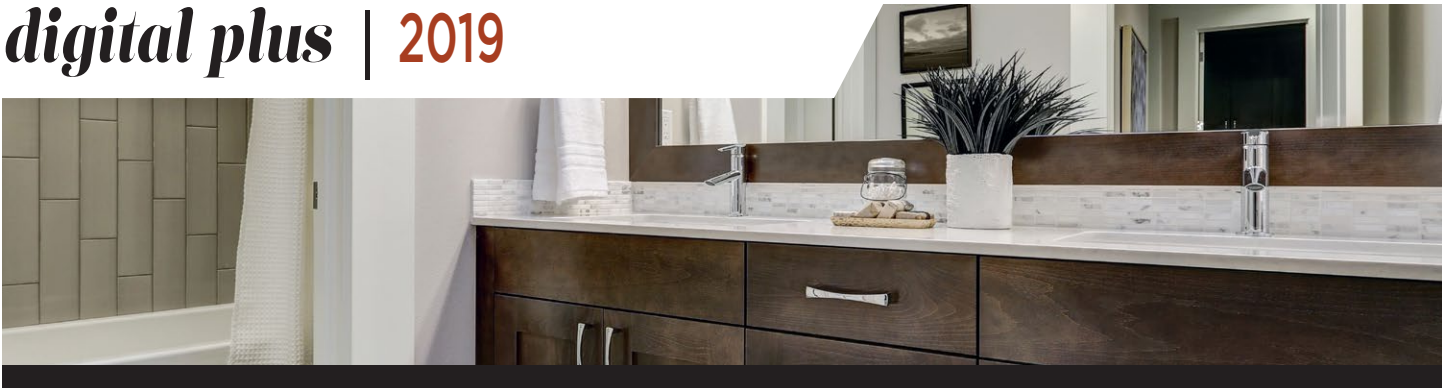
Half Page

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Quarter Page

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# digital plus | 2019



## **DIGITAL PLUS**

Quarterly Magazine Ads (4/yr) + Housetrends Idea Book

Digital Housetrends Magazine with Clickable Links: Reach additional Housetrends fans with our digital version  
Your ad links directly to your website

Quarterly Housetrends email blast to 100,000 affluent homeowners

Housetrends Find a Pro Enhanced Business Profile: Enhanced business listing on the Find a Pro Section including company logo and web address, photos, videos, and social links and lead-form

Resource Listings and hyperlinks on related stories throughout Housetrends.com

Housetrends.com banner ads rotating throughout Housetrends.com

1 blog post: 300-400 words written by the Housetrends editorial team and posted to the Housetrends blog

1 Housetrends e-newsletter sponsorship (limit 12 per market)

## **And YOUR choice of ONE of the Following:**

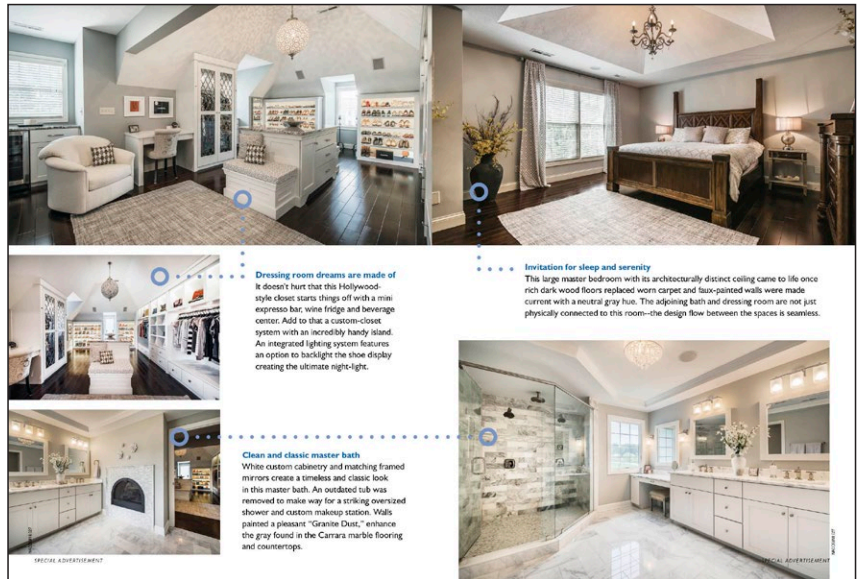
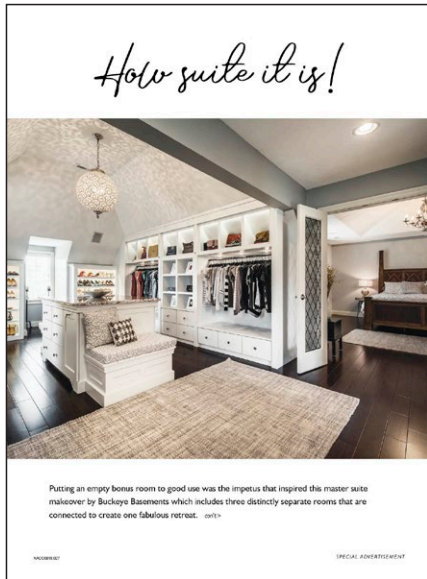
750,000 targeted banner ad impressions

Boosted 24 Facebook and Instagram posts created by Housetrends

4 month Facebook ad campaign on the Facebook ad network that will generate (an estimate of 1,000 total clicks to your website page)

Quarterly email campaigns to 50,000 email addresses built and flighted to your specifications

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## NATIVE CONTENT - HOusetRENDS MEDIA

### PROJECT SPOTLIGHT HOusetRENDS MAGAZINE:

The Housetrends editorial team will work collaboratively with your brand to create custom native stories about your best projects to present your brand's content authentically in a seamless experience in Housetrends magazine. A story about your finest projects will be written by Housetrends and published to our audience. Native stories are a content rich editorial opportunity to tell your story with great writing and beautiful photography. Show your very best work in Housetrends and Housetrends.com! Writing and photography are included.

Distribution: Housetrends magazine, 100,000 targeted emails, Housetrends.com, and social media. *Requires editorial approval.*  
*Limited quantities available.*

### PROJECT SPOTLIGHT ON HOusetRENDS.COM:

Professionally written story showcasing your finest project will be published to the Housetrends.com audience and will rotate seamlessly with editorial content for 30 days. Photography is not included.

### PROJECT SPOTLIGHT ON THE AUDIENCE EXTENSION NETWORK—BANNER ADS:


Elevate your online exposure with a targeted NATIVE ad unit on the audience extension network of 2 million websites. A minimum of 450,000 ad impressions over 3 months will deliver your message to your target audience, grow website traffic and increase your leads. (minimum 3 months)



# email blast | NEW FOR 2019

**See what your neighbors are up to...**  
Stately Dayton farmhouse oozes charming character

[READ MORE](#)



**house trends**  
Enjoy local home and garden stories, design tips, before and afters, hot products, designer interviews, recipes and more in our digital edition

[TAKE A LOOK](#)

**Sponsored story headline**  
Lorem ipsum consectetur adipiscing elit. Ut a jsto ia feugiat faucibus.

SPONSOR

**WANT TO SEE MORE?**  
Sign up for our monthly newsletter for tips, tours and articles about the latest in remodeling projects, decorating ideas and more


[SIGN UP](#)

**YOUR 300 x 250 AD HERE**

SPONSOR

**YOUR 728 X 90 AD HERE**

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## NATIVE CONTENT - HOusetRENDS MEDIA

### 1. Housetrends Email Blast Sponsorship

Native Advertising:

emailed to 100,000 and

promoted on social media

### 2. Housetrends Email Blast Sponsorship

Banner Ad: (300x250 or 728x90)

emailed to 100,000

*4 sponsorships available per year per market*

### 3. Housetrends Creative Services:

\$75 per hour writing, editing

# brand extensions



Housetrends.com • Housetrends Social Media • Housetrends Newsletter

Housetrends Native Content

Housetrends Digital Audience Extension Network

Email Marketing and Intentional Direct Mail

Social Media Marketing and Management

Search Engine Marketing

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# specifications

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## SPECIFICATIONS AND GENERAL GUIDELINES:

### Our Working Platform

- Adobe Creative Suites CS6: InDesign, Photoshop, Illustrator
- All print jobs are set up in InDesign.
- All Photoshop or Illustrator art elements are placed into InDesign. Our preference is not to work with Photoshop or Illustrator files as stand-alone creatives, unless they are used for only one insertion or they will be used multiple times without any changes.

### Set-Up Requirements

- All ads must be built using CMYK process color.
- We accept OpenType and Postscript font formats.
- Collect all fonts.
- All photos should be saved at 266 - 300dpi.
- Color photos must be saved in CMYK, as either PSD, TIFF, EPS or JPEG.

If the production team receives artwork that is not set up properly we will do one of two things. First, if time permits, we will request the artwork be fixed and resent. Second, if the artwork cannot be resubmitted, adjustments will be made by the production team (if possible) and fees will be billed accordingly.

## SENDING US YOUR ART FILES:

- Send files attached to an e-mail (under 20mb) at: [artdepartment@slattsgroup.com](mailto:artdepartment@slattsgroup.com)
- Send files through our FTP site:

**<https://e3local.filetransfers.net>**

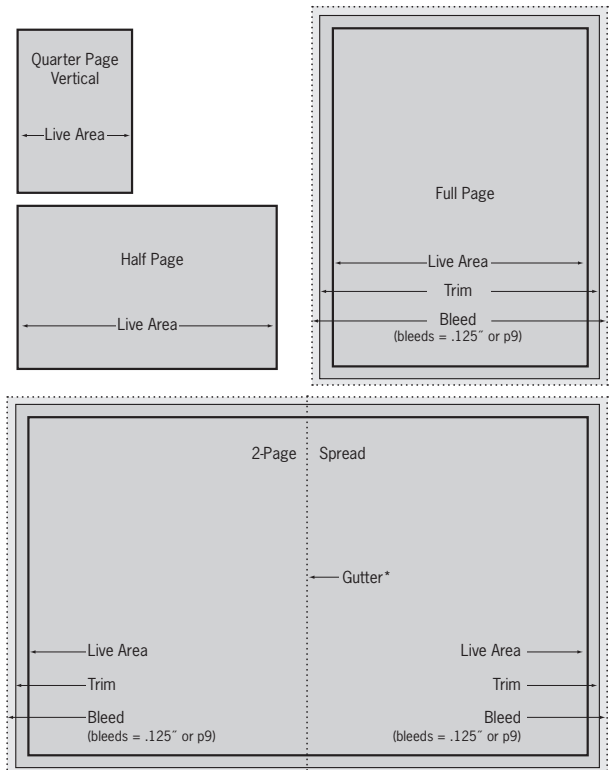
**User Login: HTUPLoad (case sensitive)**

**Password: fonts1 (case sensitive)**

- Send files through Dropbox (<https://www.dropbox.com>)
- Please use [artdepartment@slattsgroup.com](mailto:artdepartment@slattsgroup.com) when sending

You can send press-ready PDFs (when the file will not require ANY alterations and/or when it is NOT part of a multi-layered print job)

A PDF file should be created as press optimized, maximum resolution and quality, and with the fonts embedded.



1/4 vertical:	20p0 x 28p0 / 3.333" x 4.667"
1/2 horizontal:	42p0 x 28p0 / 7" x 4.667"
Full Page:	
Live:	42p0 x 59p3 / 7" x 9.875"
Trim:	48p0 x 65p3 / 8" x 10.875"
Bleed:	49p6 x 66p9 / 8.25" x 11.125"
2 Page Spread*:	
Live:	90p0 x 59p3 / 15" x 9.875"
Trim:	96p0 x 65p3 / 16" x 10.875"
Bleed:	97p6 x 66p9 / 16.25" x 11.125"

\*Note: Graphic matter spanning the gutter on two page spreads may not always align perfectly in bindery. Avoid crossovers where match-up is critical. Copy that crosses gutter in perfect bound magazines might not be viewable. Ads submitted to trim size will not bleed. Partial page ads cannot bleed.

# specifications *cont'd*

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970x250  
at 50%

728x90  
at 50%

300x600  
at 50%

300x250  
at 50%

300x100  
at 50%

## DISPLAY ADS

Accepted files:

Web ready .gif or .jpg

RGB 72 dpi - size not to exceed

247k

Flash files NOT accepted

Digital ads should be emailed to:

[artdepartment@slattsgroup.com](mailto:artdepartment@slattsgroup.com)

Dimensions

970px x 250px / 13.472" x 3.472"

728px x 90px / 10.111" x 1.25"

300px x 600px / 4.167" x 8.333"

300px x 250px / 4.167" x 3.472"

300px x 100px / 4.167" x 1.389"

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**QUESTIONS:** Please contact Gina Miller at [gina.miller@slattsgroup.com](mailto:gina.miller@slattsgroup.com) • 513-699-3407