

house trends®



media kit

cincinnati | cleveland | **COLUMBUS** | dayton | tampa bay

audience | print + digital



housetrends

Source: N-Focus Consulting

MEDIAN HOME VALUE

\$461,000

MEDIAN HOUSEHOLD INCOME

\$220,000

AVERAGE READERSHIP

75,000

PER PRINT ISSUE

MALE/FEMALE

18% / 82%

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



Early Spring

In-homes: 3/29/19

Art Deadline: 3/13/19

MAY/JUNE



Summer

In-homes: 5/21/19

Art Deadline: 5/6/19

AUGUST/SEPTEMBER



Late Summer

In-homes: 8/31/19

Art Deadline: 8/15/19

LATE OCTOBER



Autumn

In-homes: 10/26/19

Art Deadline: 10/09/19

NOVEMBER / DECEMBER



Idea Book

In-homes: 12/9/19

Art Deadline: 11/20/19



distribution

Zip	Community	Homes
43015	Delaware	602
43016	Dublin	1813
43017	Dublin	5973
43021	Galena	768
43023	Granville	648
43026	Hilliard	565
43035	Lewis Center	261
43054	New Albany	2031
43064	Plain City	850
43065	Powell	5038
43082	Westerville	3703
43085	Columbus	603
43209	Bexley	1030
43214	Columbus	216
43220	Upper Arlington	658
43221	Upper Arlington	1386
43235	NW Columbus	2064

Distribution per issue: 30,000 print | 100,000 email

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

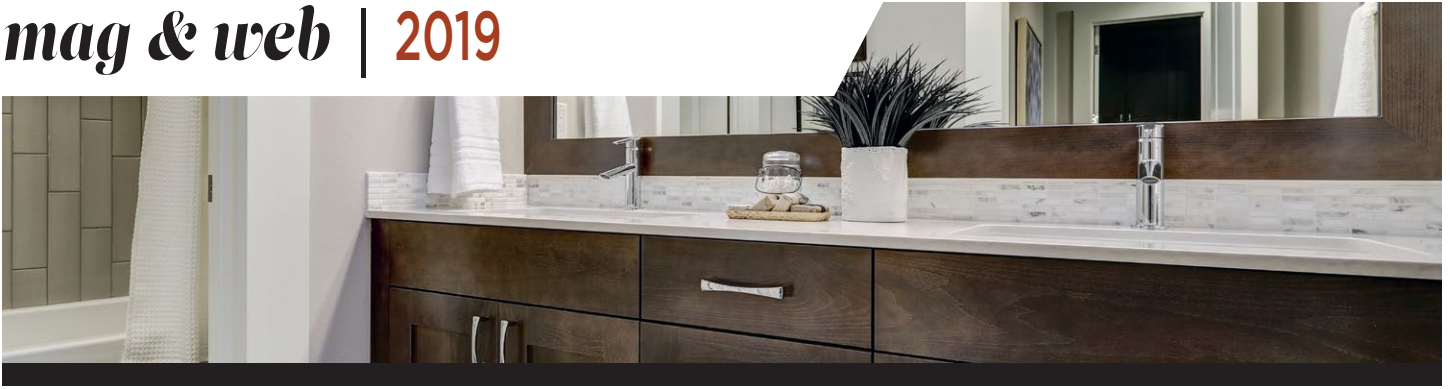
Distributed to subscribers, home renovators and building and design businesses - 500 copies.

Distribution shown per zip code 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%

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mag & web | 2019



HOUSETRENDS MAGAZINE + HOUSETRENDS.COM

(All packages below include)

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

One Page

Half Page

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:

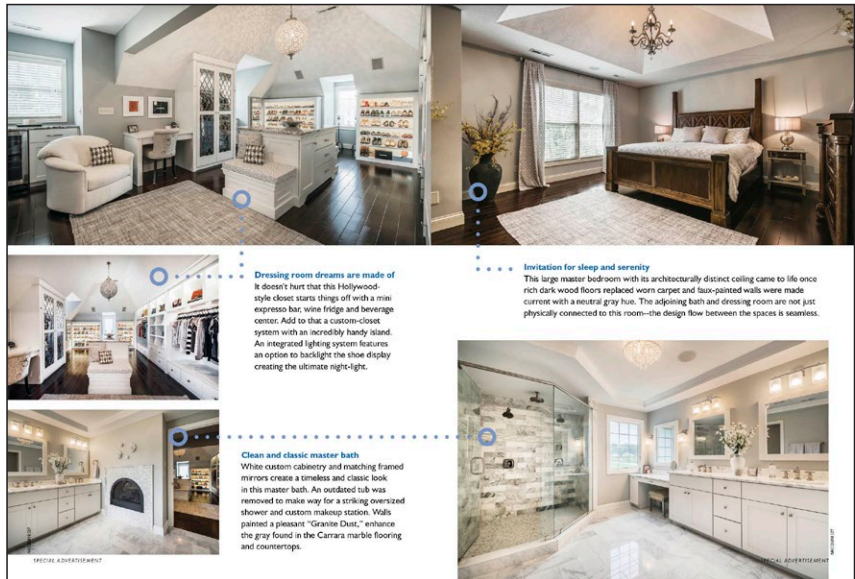
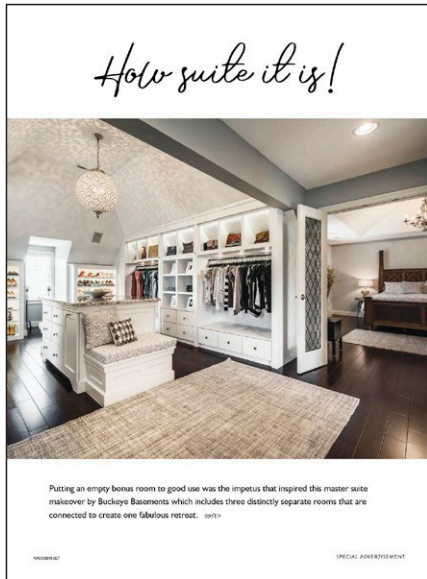
750,000 targeted banner ad impressions

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
- Send files through our FTP site:

<https://e3local.filetransfers.net>

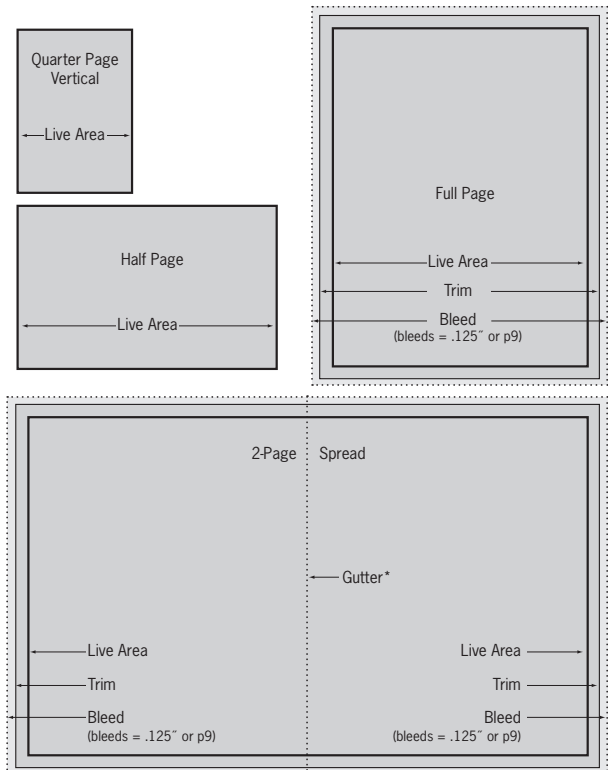
User Login: HTUPLoad (case sensitive)

Password: fonts1 (case sensitive)

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

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 • 513-699-3407