house
trends®

media kit

audience | print + digital

MEDIAN HOME VALUE
$390,000

MEDIAN HOUSEHOLD INCOME
$170,000

AVERAGE READERSHIP
65,000
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 • HOUZZ
YOUTUBE • INSTAGRAM • LINKEDIN • GOOGLE+

AVG DIGITAL EDITION
30,000+
TOTAL ANNUAL PAGE VIEWS

E-NEWS
6,084
SUBSCRIBERS

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Source: N-Focus Consulting

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editorial calendar | print

MARCH/APRIL

Early Spring

In-homes: 3/12/19

Art Deadline: 2/21/19

MAY/JUNE

Summer

In-homes: 5/4/19

Art Deadline: 4/17/19

AUGUST/SEPTEMBER

Late Summer

In-homes: 8/12/19

Art Deadline: 7/19/19

MID-OCTOBER

Autumn

In-homes: 10/16/19

Art Deadline: 9/23/19

NOVEMBER / DECEMBER

Idea Book

In-homes: 12/3/19

Art Deadline: 11/14/19

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All editorial content is subject to change

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KITCHENS
& BATHS

REMODELS

OUTDOOR
LIVING

RECIPES

INTERIOR DESIGN

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distribution

Zip	Community
45430	Beavercreek
45431	Beavercreek
45432	Beavercreek
45434	Beavercreek
45305	Bellbrook
45309	Bellbrook
45315	Clayton
45322	Englewood
45458	Centerville
45415	Dayton
45424	Huber Heights
45409	Kettering
45429	Kettering
45439	Kettering
45440	Kettering
45419	Oakwood
45459	Dayton
45458	Dayton
45370	Spring Valley
45377	Vandalia
45503	Springeld
45504	Springeld
45066	Springeld
45068	Springeld
45066	Springboro
45371	Tipp City
45373	Troy
45459	Washington Twp.
45068	Waynesville
45385	Xenia
45383	Xenia
45487	Yellow Springs
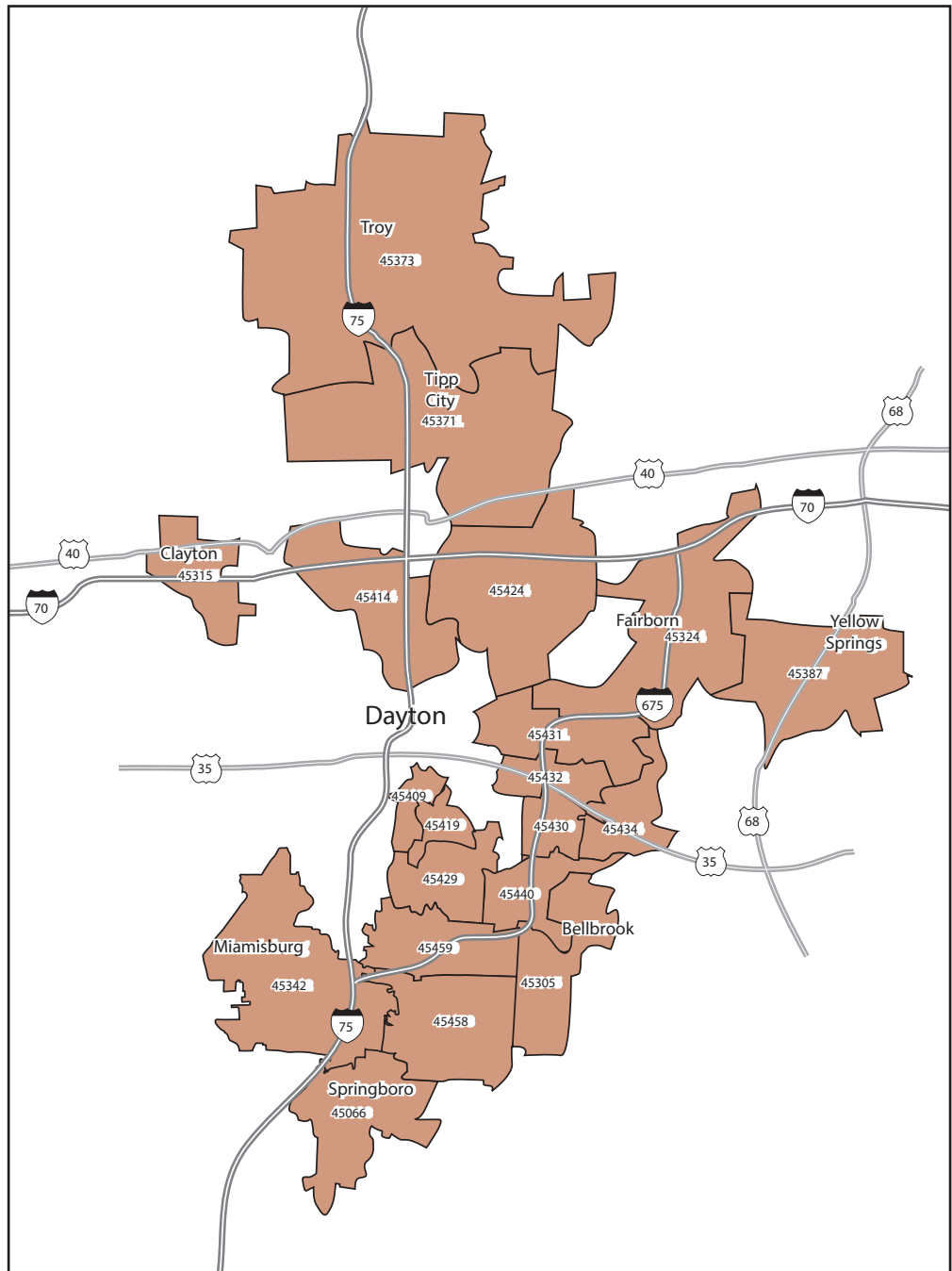
Distribution per issue: 30,000 print | 100,000 email | Readership per print issue: 65,000*

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 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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Media Audit 2013

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mag & web | 2019
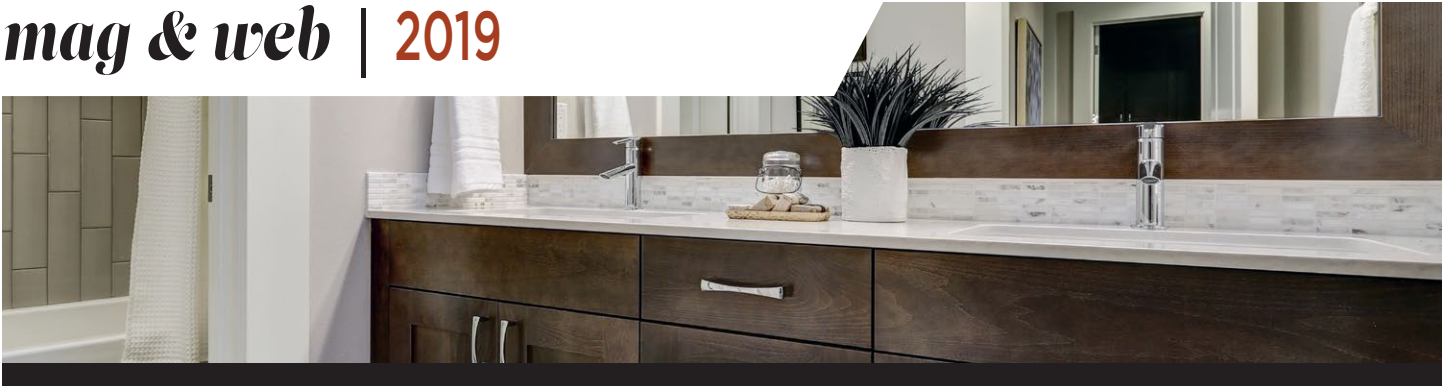
HOUSETRENDS MAGAZINE + HOUSETRENDS.COM
(All packages below include)

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
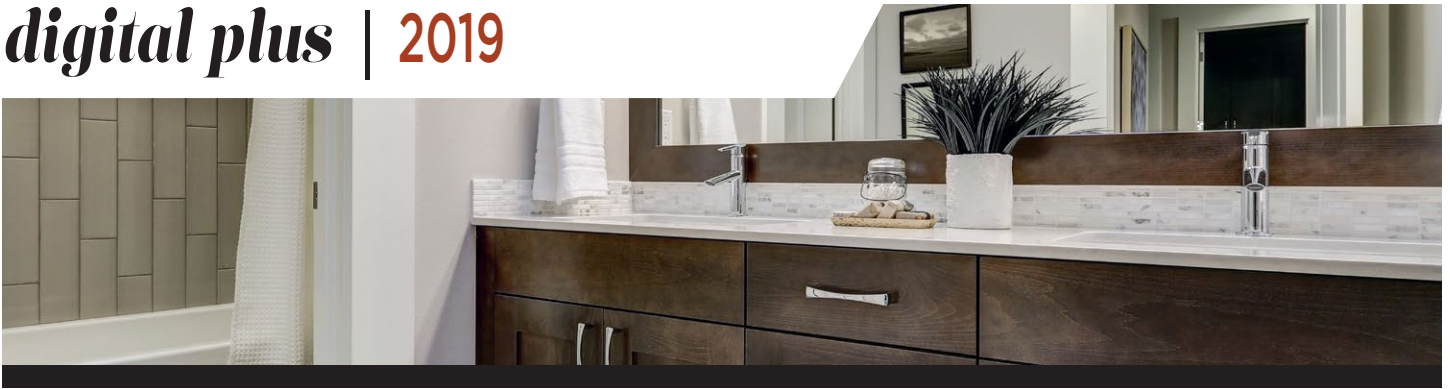
Quarter Page

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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 | NEW FOR 2019
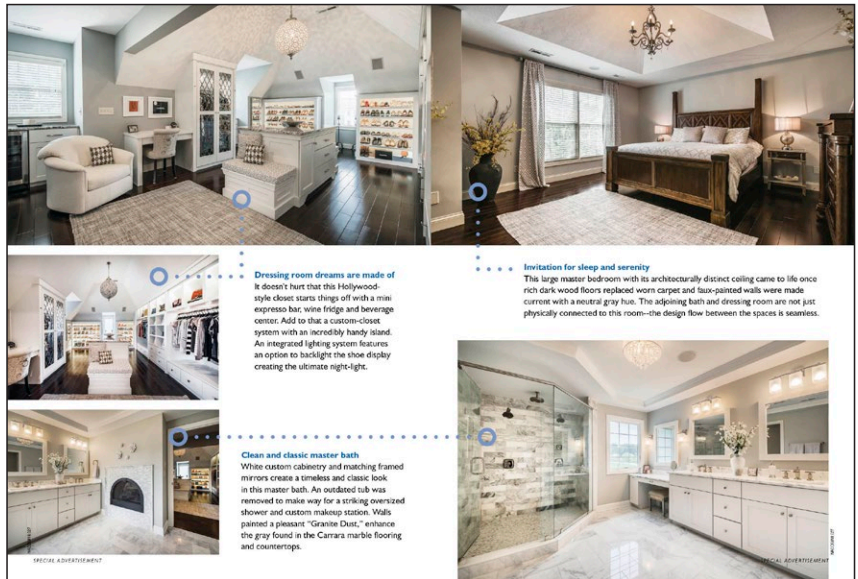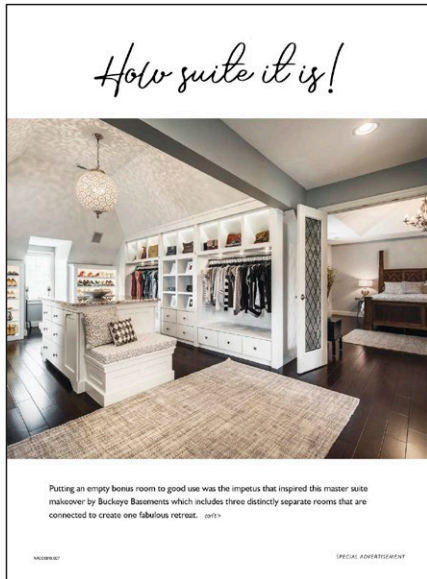
NATIVE CONTENT - HOUSETRENDS MEDIA

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)

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email blast | NEW FOR 2019

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.

Diagrams

Quarter Page Vertical — Live Area

Half Page — Live Area

Full Page — Live Area / Trim / Bleed (bleeds = .125″ or p9)

2-Page Spread — Gutter* / Live Area / Trim / Bleed (bleeds = .125″ or p9) / Live Area / Trim / Bleed (bleeds = .125″ or p9)
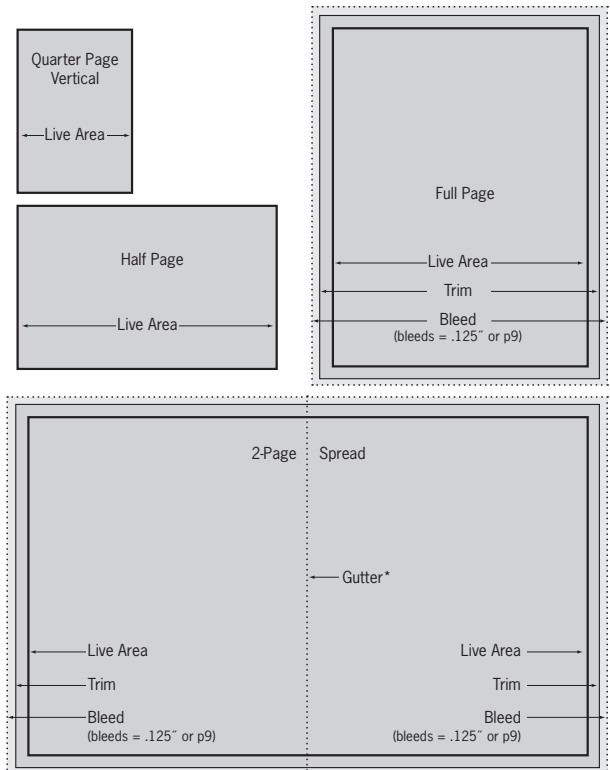
1/4 vertical:	20p0 x 28p0 / 3.333″ x 4.667″
1/2 horizontal:	42p0 x 28p0 / 7″ x 4.667″
Full Page:	
Live:	42p0 x 59p3 / 7″ x 9.875″
Trim:	48p0 x 65p3 / 8″ x 10.875″
Bleed:	49p6 x 66p9 / 8.25″ x 11.125″
2 Page Spread*:	
Live:	90p0 x 59p3 / 15″ x 9.875″
Trim:	96p0 x 65p3 / 16″ x 10.875″
Bleed:	97p6 x 66p9 / 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.

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specifications *cont'd*

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**