

# house trends®



*media kit*

cincinnati | cleveland | columbus | dayton | **PINELLAS COUNTY** | **TAMPA BAY**

**audience** | print + digital



**AVG MEDIAN HOME VALUE**  
**\$505,000**

**AVG HOUSEHOLD INCOME**  
**\$135,000**

**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 • HOZZ  
YOUTUBE • INSTAGRAM • LINKEDIN • GOOGLE+

**DIGITAL EDITION**  
**40,000+**  
TOTAL ANNUAL PAGE VIEWS

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

**housetrends**

Source: N-Focus Consulting

FEBRUARY / MARCH



## Late Winter

In-homes: 2/28/19

Art Deadline: 1/28/19

APRIL / MAY



## Spring

In-homes: 4/29/19

Art Deadline: 3/27/19

JUNE / JULY / AUGUST

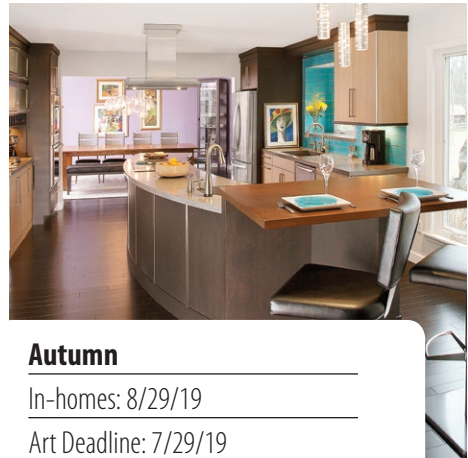


## Summer

In-homes: 6/28/19

Art Deadline: 5/28/19

SEPTEMBER / OCTOBER



## Autumn

In-homes: 8/29/19

Art Deadline: 7/29/19

NOVEMBER / DECEMBER



## Idea Book

In-homes: 10/30/19

Art Deadline: 9/30/19



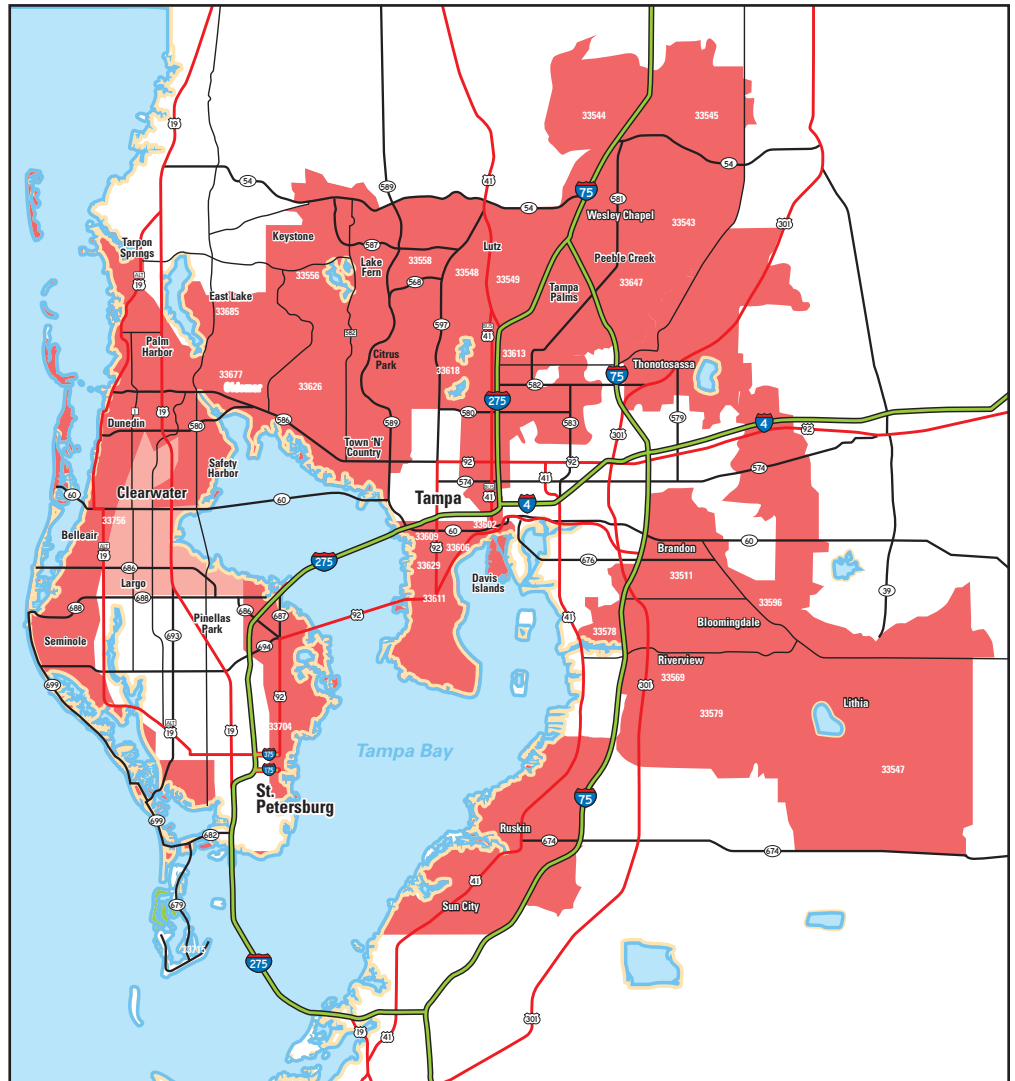
# distribution

## TAMPA BAY

Zip	Community	Homes
33547	Lithia	3,190
33556	Odessa	2,797
33558	Lutz	1,008
33606	Tampa (Davis Islands)	1,379
33609	South Tampa (Beach Park)	1,007
33611	South Tampa	915
33626	Tampa	3,532
33629	South Tampa	5,611
33647	Tampa	578

## PINELLAS

Zip	Community	Homes
33701	St Petersburg	634
33702	St Petersburg	321
33703	St Petersburg	697
33704	St Petersburg	1,857
33705	Pink Streets of Pinellas Pt	249
33706	St Petersburg	3,690
33707	St Petersburg	1,450
33708	St Petersburg	2,123
33711	St Petersburg	447
33712	Pink Streets of Pinellas Pt	334
33715	St Petersburg	1,240
33756	Clearwater	762
33759	Clearwater	253
33767	Clearwater Beach	1,061
33785	Indian Rocks Beach	860
33786	Belleair Beach	783
34677	Oldsmar	481
34685	Palm Harbor	2,181
34688	Tarpon Springs	607



**Distribution Per Issue: 40,000 print | 200,000 email | 10,000 open | Readership Per Issue: 65,000\***

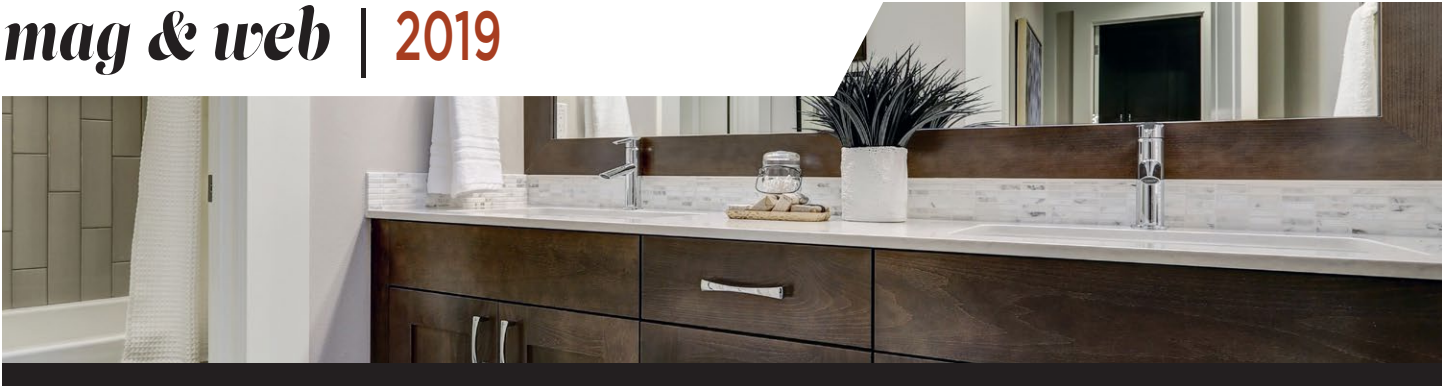
Mailed individually to 10,000 of the area's most affluent homeowners. Additional saturation coverage of 20,000 of the area's highest home income level carrier routes. Distributed to subscribers, home renovators and building and design businesses - 500 copies. Distribution shown per zip code is a representation of coverage and may vary based on current postal information and alternating routes selected and includes email coverage.

**Emailed to 200,000 targeted email addresses based on income and home value, with an average open rate of 10-17%**

housetrends®

\*Media Audit Map indicates print and email distribution

# 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 200,000 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

---

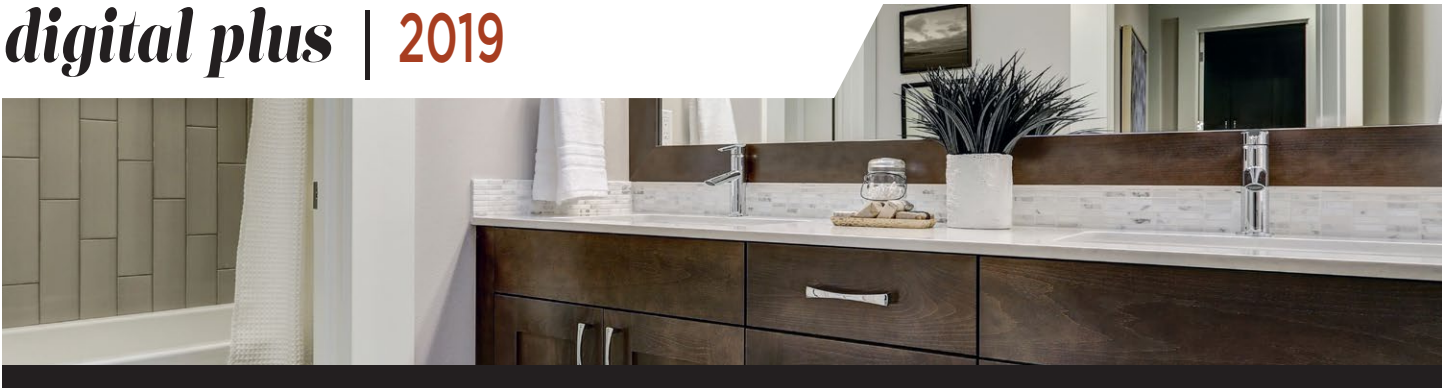
Half Page

---

Quarter Page

housetrends

# 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 200,000 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:**

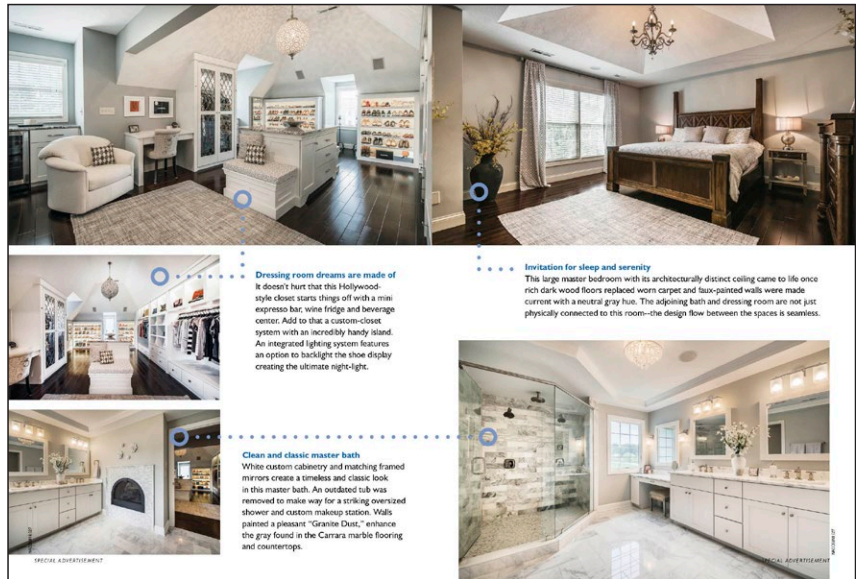
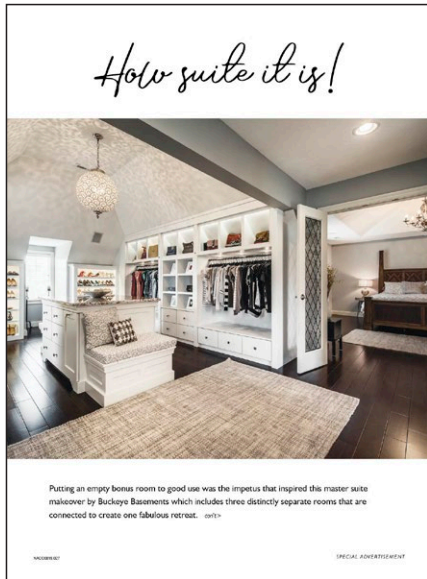
750,000 targeted banner ad impressions

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

housetrends



## 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, 200,000 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**

housetrends.com



## 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

---

housetrends

# specifications

housetrends



## 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>**

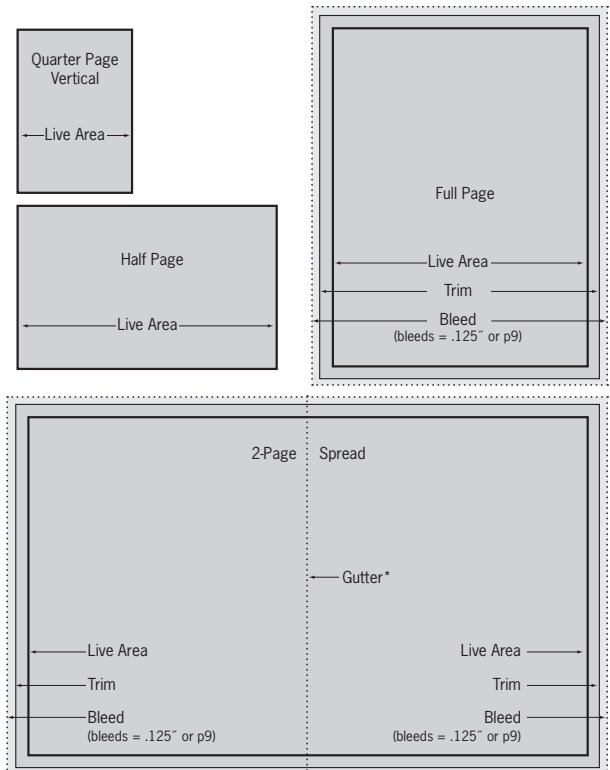
**User Login: HTUPLoad (case sensitive)**

**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*

housetrends



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"

housetrends

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