

# house trends®



## *media kit*

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



# a powerful brand



2000



2006



2012



2019

## CELEBRATING 20 YEARS

SINCE THE TURN OF THE CENTURY, Housetrends has been showcasing our area's finest homes and gardens with stunning photography and inspiring editorial. In print since the year 2000, and online at [housetrends.com](http://housetrends.com) soon after, we have consistently delivered quality local content to high-end homeowners in Central Ohio.

AS A TRUSTED BRAND, Housetrends is the avenue advertisers use to reach homeowners who insist on working with the region's most talented builders, designers, landscapers and craftspeople.

**MEDIAN HOME VALUE**

**\$510,000**

**MEDIAN HOUSEHOLD INCOME**

**\$260,000**

**FEMALE/MALE**

**82% / 18%**

**AVERAGE READERSHIP**

**65,000**

PER PRINT ISSUE

## INDUSTRY PARTNERS

THROUGHOUT THE YEARS Housetrends has proudly teamed up with these organizations who share our goal of elevating and celebrating fine homebuilding and remodeling.



central ohio  
**editorial calendar** | print

In all of our issues, Housetrends proudly features beautiful photos, incredible kitchens, amazing before and afters and design ideas for everything home and garden.



**March/April Housetrends**

Art Deadline: 3/2/20



**May/June Housetrends**

Art Deadline: 5/15/20



**August/September Housetrends**

Art Deadline: 8/10/20



**October/November Housetrends**

Art Deadline: 9/28/20



**December/January Housetrends**

**Idea Book Special Edition**

Winning ideas from all Housetrends' markets

Art Deadline: 11/11/20

*All dates are subject to change*

[www.housetrends.com/advertise](http://www.housetrends.com/advertise)

housetrends

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# distribution



## DISTRIBUTION

- 25,000 controlled distribution • direct mail targeted list.
- 100,000 emails targeted sent-based on home value and income-promoting Housetrends features with a link to our digital edition.
- Industry professionals (home renovators, builders, and design businesses) and retail.

### Affluent Neighborhoods in Central Ohio

Dublin, Granville, Lewis Center, Powell, New Albany, Plain City, Upper Arlington, Worthington, Marble Cliff, Delaware, Galena, Sunbury, Westerville, Grandview Heights, Bexley, German Village

See what your neighbors are up to...  
Spurge's stand out in striking Andersen's kitchen makeover  
[READ MORE](#)

**HOUSE TRENDS**  
CHECK OUT OUR LATEST ISSUE  
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](#)

**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](#)

**Electrolux**  
CUSTOM DISTRIBUTORS

**ZICKA HOMES**  
513.247.3500

housetrends.com

## HOusetRENDS E-BLAST SPONSORSHIP

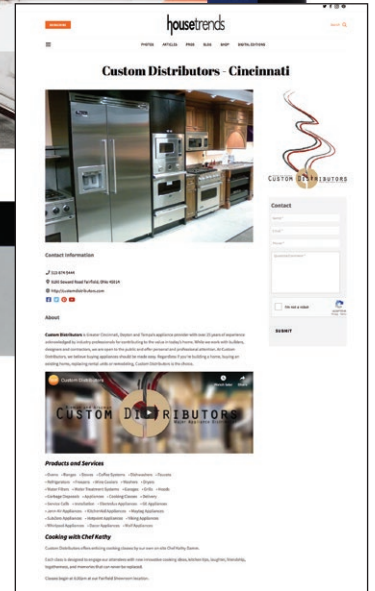
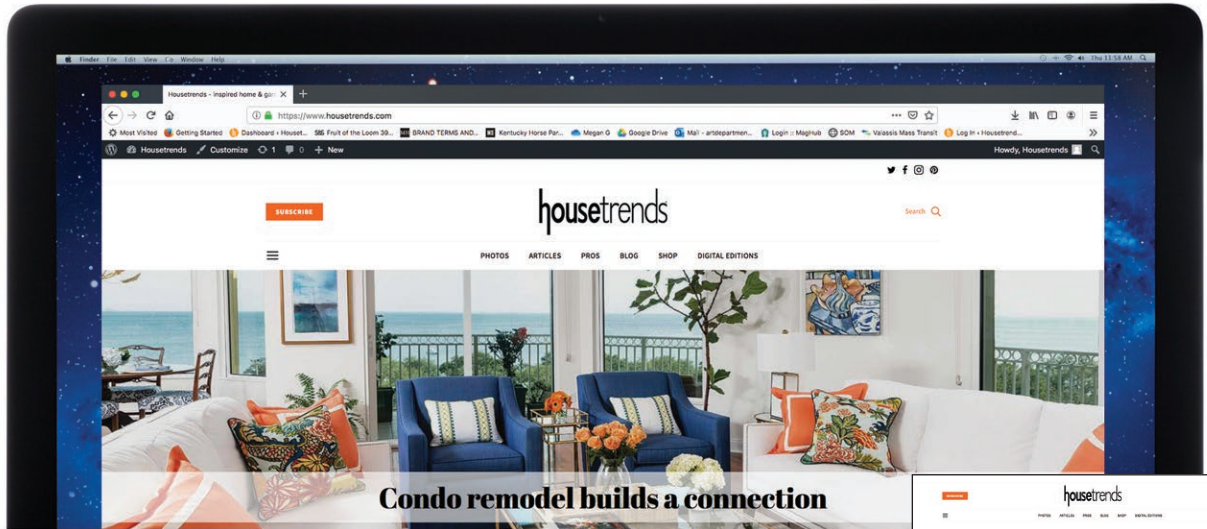
Highlighted feature articles and a link to the current issue are bundled in a graphically-pleasing email and delivered to 100,000 upscale homeowners.

## DIGITAL MAGAZINE DISTRIBUTION

Banner Ad: (300x250 or 700x200)

\$495/email per email banner

*Limited space available*



**DIGITAL EDITION**  
**55,100**  
 TOTAL ANNUAL PAGE VIEWS

**E-NEWS**  
**6,353**  
 SUBSCRIBERS

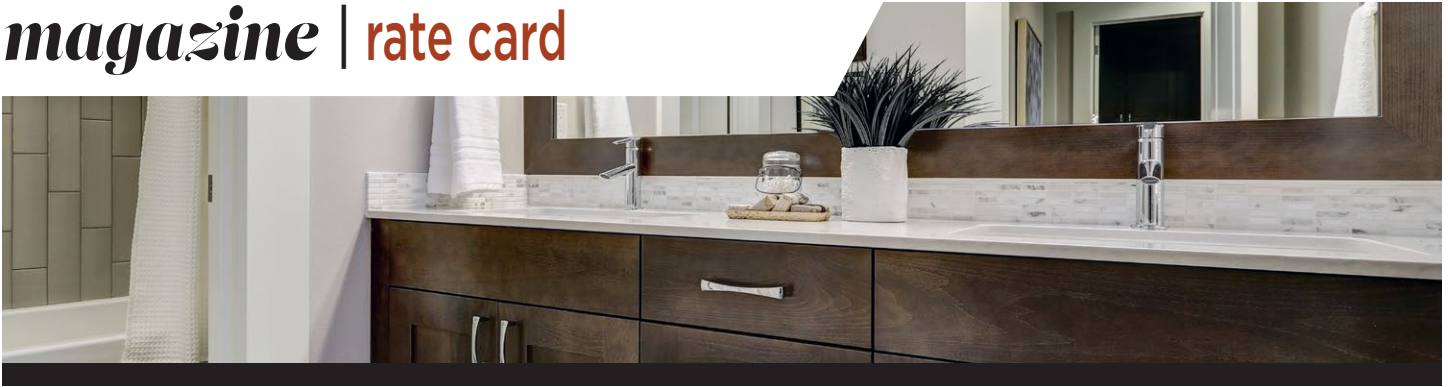
**ONLINE**  
**32,000**  
 AVERAGE MONTHLY UNIQUE VISITORS

**PINTEREST**  
**2.4 M & 164,600**  
 MONTHLY VIEWERS      MONTHLY ENGAGED VIEWERS

**SOCIAL MEDIA FOLLOWERS**  
**15,400+**  
 FACEBOOK • TWITTER  
 HOUZZ • INSTAGRAM • LINKEDIN



# magazine | rate card



## ADVERTISING RATES AND SIZES

SIZES	NUMBER OF ISSUES		
	1X	3X	5X
2 Full Pages	\$4,495	\$4,195	\$3,895
1 Full Page	\$2,595	\$2,495	\$2,395
Half Page	\$1,695	\$1,595	\$1,495
Quarter Page*	\$ 795	\$ 745	\$ 695

\*Limited availability

PREMIUM POSITIONS	1X	3X	5X
Back Cover	\$4,395	\$4,195	\$3,895
Inside Front Cover	\$3,495	\$3,295	\$2,995
Inside Back Cover	\$3,495	\$3,295	\$2,995
Page 3, 5 or 7	\$3,395	\$3,195	\$2,795

\*All prices are per issue and based on frequency. All premium positions are full page and are subject to management approval.

## HOusetRENDS INSTALLMENT PLAN PER MONTH / 12 MONTHS

2 Full Pages	\$1,495 /mo
1 Full Page	\$995 /mo
Half Page	\$595 /mo
Quarter Page	\$295 /mo

Payment plans with monthly credit card payment authorization

## PAYMENT TERMS

New customers must complete a credit application and pay 50% upon execution of agreement, balance with proof approval. Once established credit is approved by management, full payment will be due 30 days from invoice date. Visa/Master and American Express Cards accepted. Purchaser agrees that amounts not paid in accordance with these terms will be subject to a finance charge of 1.5% per month (18% per year) plus any attorney and/or collection fees incurred by Media Buyer.



**projectSPOTLIGHT**  
A building one of class, style, grace, and a little bit of whimsy, this new home is a striking contrast to the rest of the neighborhood. Featuring a classic, timeless design, this home is a perfect blend of old and new. The owner, a local architect, wanted a home that was both functional and beautiful. Collaborating with the design team, they created a space that is both elegant and comfortable. The result is a home that is truly a masterpiece.



The design team worked closely with the client to create a space that was both functional and beautiful. Collaborating with the design team, they created a space that is both elegant and comfortable. The result is a home that is truly a masterpiece.

house24k project content 13

## PROJECT SPOTLIGHT

Page count 2\*, 3, 4 or 5

**Price** \$2,995\*, \$3,895, \$4,495, \$4,995 (local)

**Availability** THREE local/ONE regional per issue  
One per client/year  
One 2-page spotlight per issue

**Deadline** 6 weeks before upload date supply:

- HT approved project
- Client contact information
- Homeowner contact information (if available)

**BIG DEAL/CONCEPT**  
Focus is on project, not client overall capabilities

- INCLUDED**
- 2-hour photo shoot of residential project (for 3,4,5 pages)
  - 6 to 8 images supplied to client (client has rights to photos)
  - About 1000 words per page of article with 3 to 6 photos
  - Homeowner and/or client interview
  - Company website in resources
  - Client approval of text
  - PDF of article
  - Link to article on HT website

- NOT INCLUDED**
- Business/showroom photos
  - Company logos, phone number
  - Sales/advertorial text
  - \* Photo shoot for 2-page spotlights



## MEET & GREET/BUILDER PROFILE

Page count 2 (spread)

**Price** \$2,995\* (local)

**Availability** ONE, including regional, per issue  
One per client per 2 years

**Deadline** 6 weeks before upload date supply:

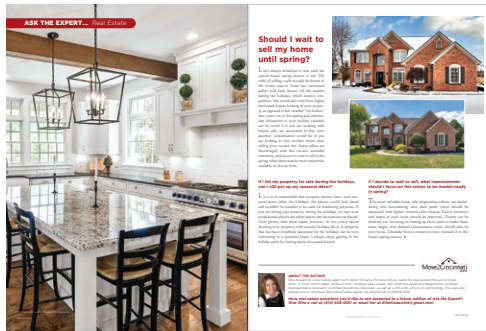
- Featured person(s) contact information
- High resolution/quality photos

**BIG DEAL/CONCEPT**  
Helpful advice/tips related to home and garden topics.  
Strong photo necessary.

- INCLUDED**
- 100 to 200-word article in Q&A format
  - Website info can be included
  - Client approval of text
  - PDF of article
  - Link to article on HT website
  - More than one person can be featured in same photo
  - May feature one photo of client's finished product if a strong photo is supplied

- NOT INCLUDED**
- Focus on business capabilities rather than helpful tips
  - Company logos, phone number
  - \* Photo shoot (additional \$300 if required)





**ASK THE EXPERT**  
Page count 1 or 2

**Price** \$2,395 or \$3,895

**Availability** Exclusive category

**Deadline** 4 weeks before upload date supply:

- Text
- High resolution/quality photos

**BIG DEAL/CONCEPT**  
Expert advice.

**INCLUDED**

- Sponsored Content label on pages
- Client logos if preferred

**ASK THE EXPERT...**

**NOT INCLUDED**

- Editorial assistance
- Photo shoot



**HOW TO**  
Page count 1 or 2

**Price** \$2,395 or \$3,895

**Availability** Exclusive category

**Deadline** 4 weeks before upload date supply:

- Text
- High resolution/quality photos

**BIG DEAL/CONCEPT**  
Influencer

**INCLUDED**

- Sponsored Content label on pages
- Client logos if preferred

**HOW TO...**

**NOT INCLUDED**

- Editorial assistance
- Photo shoot



# digital suite | rate card



## AMPLIFY YOUR BRAND MESSAGE WHILE PROVIDING A ONE CLICK CONNECTION TO YOUR WEBSITE FOR QUICK CONSUMER ENGAGEMENT

### BANNER ADS | \$750 PER MONTH

Ads deployed to geographic, behavioral and contextual targets. Retarget your website visitors with banner ads to re-engage them.

### PAID SEARCH | \$1,500 PER MONTH

Professionally managed text ad search program. Locally planned and optimized to budgets and objectives. Keyword/search analysis for your market/industry.

### STREAMING VIDEO/ADS

15 or 30 second digital video ads placed on streaming services.

### FACEBOOK®/INSTAGRAM ADVERTISING | \$995 PER MONTH

Highly targetable social media using multiple ad sizes. News feed ads. Link ads with color imagery. Locally planned campaigns based on specific objectives.

### FACEBOOK®/INSTAGRAM WITH GEOFENCE TARGETING | \$995 PER MONTH

A social campaign which accurately targets consumers with your offer. With geofencing technology instore mobile redemptions are tracked.

### TARGETED E-MAILS | 50K OPT-IN ADDRESSES | \$1,200 PER MONTH

Custom email list targeted towards your specific audience. Higher than average open and click through rates. Creative built from existing assets.

### GEO-FENCED | MOBILE BANNER ADS | \$1,500 PER MONTH

User is targeted when they step into a specific address/fence. Conversion tracking-can track people from one fence to another. Re-target users for up to 30 days.

\*Rates quoted at time of request and are subject to change without notice. Digital estimates based on experience and existing data. Programs optimized locally to budget and KPI's as campaign proceeds.

[www.housetrends.com/advertise](http://www.housetrends.com/advertise)

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# specifications



## 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>**

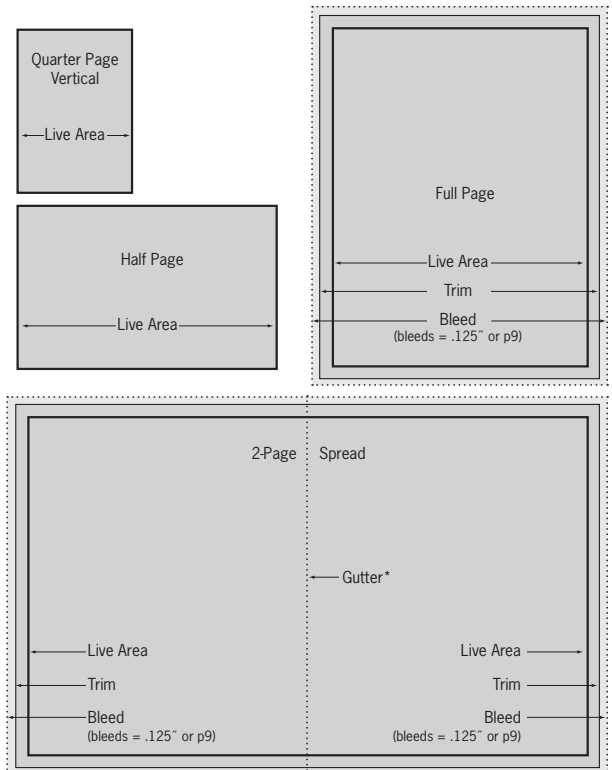
**User Login: HTUPLoad (case sensitive)**

**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)

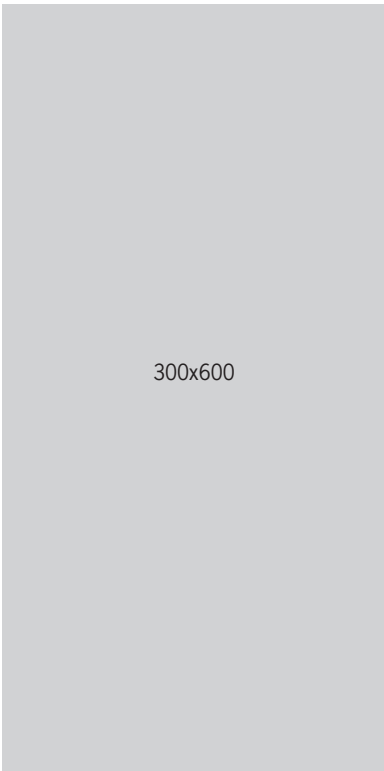
A PDF file should be created as press optimized, maximum resolution and quality, and with the fonts embedded.



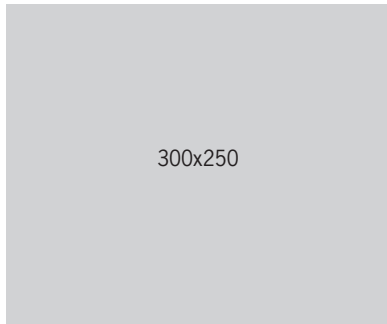
1/4 vertical:	20p0 x 28p0 / 3.333" x 4.667"
1/2 horizontal:	42p0 x 28p0 / 7" x 4.667"
Full Page:	
Live:	42p0 x 59p3 / 7" x 9.875"
Trim:	48p0 x 65p3 / 8" x 10.875"
Bleed:	49p6 x 66p9 / 8.25" x 11.125"
2 Page Spread*:	
Live:	90p0 x 59p3 / 15" x 9.875"
Trim:	96p0 x 65p3 / 16" x 10.875"
Bleed:	97p6 x 66p9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





300x600



300x250

**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

300px x 600px / 4.167" x 8.333"

300px x 250px / 4.167" x 3.472"