

HOME IMPROVEMENT

Guides.com

2024 Media Kit

Advertising Solutions For
Home Improvement Contractors





LEARN ABOUT OUR PASSION.

We've cornered the market on connecting home improvement professionals with interested homeowners. Learn how.

ADVERTISING BENEFITS

Home Improvement Guide supports a multi-media strategy and approaches marketing in 3 ways.

Print Advertising

Print advertising offers a tangible product for people to hold and flip through. We offer two options:
Option 1: Magazines available free at high-traffic locations
Option 2: Magazines mailed directly to homes.

Web Advertising

Web searches are another way to find out about your business. Our website is SEO driven and promoted in our print publications as well as our social media platforms to help people find out about you on the internet.

Coupon Advertising

Who doesn't like a great deal? We put your coupons directly on our homepage to give you the best chance of gaining customers. This is a unique service only offered by Home Improvement Guide.

We offer our advertisers unique opportunities to connect with readers through broad distribution, direct mail, website advertising and home shows.

HOME IMPROVEMENT GUIDE was launched in 1999 and has grown into one of the most popular home improvement magazines in the Northeast (New Jersey, Pennsylvania, New York & Connecticut). The magazine has unparalleled readership as we have two different methods of distribution - our magazines are (1) available free at high-traffic locations or (2) are mailed direct to homes. HOME IMPROVEMENT GUIDE offers local resources for homeowners at every stage of their renovation.

HOME IMPROVEMENT GUIDE is distributed at many home shows in NJ, PA, NY & CT. We personally hand a copy of the magazine to every person that walks through the door. We connect with homeowners to let them know who we are and how we can help them in the home improvement planning process.

Homeowners read our magazine in preparation for their home improvement projects. They check out who's in our magazine and compare what home improvement companies have to offer. HOME IMPROVEMENT GUIDE has become such a familiar entity that homeowners naturally seek out and use as they plan their renovations.

Our website, HomeImprovementGuides.com offers homeowners many resources for planning their home improvement projects including access to roofers, carpenters, masons, window, kitchen and bathroom companies. The website contains a prominently displayed search feature populated with a database of our advertisers. Homeowners can type in exactly what they are looking for and get results instantaneously. We also have a prominently displayed coupon section where homeowners can take advantage of local specials offered by our home improvement professionals.

HOME IMPROVEMENT GUIDE is the most comprehensive way to search for a local home improvement professional. If you want to be noticed, please consider advertising with us!

FREE HOME IMPROVEMENT
ADVERTISING THAT REALLY WORKS! *Guides.com*
EDITIONS THROUGHOUT NJ, PA, NY & CT

WINDOW NATION
EXCLUSIVE MONEY SAVING OFFER

0% DOWN 0% PAYMENTS 0% INTEREST
FOR 2 YEARS
AND

BUY 2 WINDOWS GET 2 FREE!

SERVICE 99.5% <small>99.5% based on customer right to first call, requiring no follow-up service.</small>	SATISFACTION 96% <small>96% based on customer satisfaction with service.</small>	SELECTION 1500+ <small>1500+ products, custom sizes and options to choose from.</small>
---	--	---

Call (877) 349-0303

*Offer valid on Window and Casement Models. Window Windows. Cannot be combined with other offers. Excludes also. Based on 10 Companies. ©2014 Window World. Double hangilder windows with standard installation. Subject to Credit Approval. Offer Ends 6/30/15



Home Improvement Guide

24 Merchants Way, Suite 201, Colts Neck, NJ 07722

P: 732-780-7474 F: 732-414-1736 E: info@homeimprovementguides.com

www.HomeImprovementGuides.com



HOME IMPROVEMENT

Guides.com

BROAD DISTRIBUTION PRINT ADVERTISING

Broad distribution &, high circulation with virtually no waste!

OPTION 1: AVAILABLE FREE AT HIGH-TRAFFIC LOCATIONS

TWO FREE MONTHS
New Advertisers*

RATES ARE FOR ONE ZONE FOR ONE MONTH

ALL ADS ARE FULL COLOR

2024	Zones 1, 2, 3, 4, or 7	Zones 5, 6, 8, 9, 10 or 11
Classified	\$99	\$79
Quarter	\$295	\$195
Half	\$495	\$295
Full	\$695	\$395
Full Glossy	\$1,095	CALL

Discounts

- 5% OFF - 2 or more zones
- 5% OFF - 6 or 12 month contracts

Zones:

- Zone 01: North Jersey**
Bergen, Passaic, Morris, Essex, Hudson & Sussex Counties
- Zone 02: Central Jersey**
Middlesex, Somerset, Hunterdon, Mercer, Union & Warren Counties
- Zone 03: Monmouth/Ocean**
Monmouth & Ocean Counties
- Zone 04: South Jersey**
Burlington, Camden, Gloucester & Atlantic Counties
- Zone 05: Pocono Mountains**
Wayne, Pike, Monroe & Carbon Counties
- Zone 06: Lehigh Valley**
Northampton & Lehigh Counties
- Zone 07: Greater Philadelphia**
Bucks, Montgomery, Delaware & Philadelphia
- Zone 08: New York - Staten Island, Brooklyn & Queens**
- Zone 09: New York - Rockland & Orange Counties**
- Zone 10: New York - Westchester County**
- Zone 11: Connecticut - Fairfield County**



CONSISTENCY

*Anyone will tell you, the key to advertising is consistency. Customers are more likely to call you if they see your ad every month. So, to help you advertise successfully, new advertisers pay for their first month of advertising and get the next two months FREE!

Print Marketing

Our name Home Improvement Guide says it all. If you are planning to renovate and need a plumber, a carpenter, an electrician, or anything else regarding improving your home, pick up a copy and find resources to help you. We offer the reader a free publication filled with home improvement information, ideas, special promotions and savings.

Broad Distribution

We have contracts with rack rental programs in high traffic locations like supermarkets, drug stores, convenience stores and retail chains. By distributing our magazines in popular locations, only those who are interested in reading the magazine pick it up...and use it! This method of distribution assures you of interested readers.

Expanded Coverage

Our coverage is unrivaled. Unlike most other magazines, our publication covers counties, not towns. Our expanded coverage benefits both advertisers and readers. Advertisers reach a broader customer base and readers have more choices. Home Improvement Guide has 11 editions distributed throughout NJ, PA, NY and CT.



Home Improvement Guide

24 Merchants Way, Suite 201, Colts Neck, NJ 07722

P: 732-780-7474 F: 732-414-1736 E: info@homeimprovementguides.com

www.HomeImprovementGuides.com



FREE

HOME IMPROVEMENT

ADVERTISING THAT REALLY WORKS!

Guides.com

EDITIONS THROUGHOUT NJ, PA, NY & CT

FROM OUR FAMILY TO YOURS,
LET'S MAKE YOUR KITCHEN

MAGIC

NEW CABINETS | CABINET REFACING | COUNTERTOPS | BACKSPASHES

SAVE 10%

ON YOUR FULL KITCHEN REMODEL*

*Discount applies to purchase of new cabinets or cabinetry with a countertop. Does not apply to countertops. May not combine with other offers or prior purchases. NJ License # 121910093000. OFFER EXPIRES 12/31/22

KITCHEN REMODELING EXPERTS

AMERICAN MADE | AWARD WINNING | FAMILY OWNED

855.930.3437 | Free Quotes

HOME IMPROVEMENT

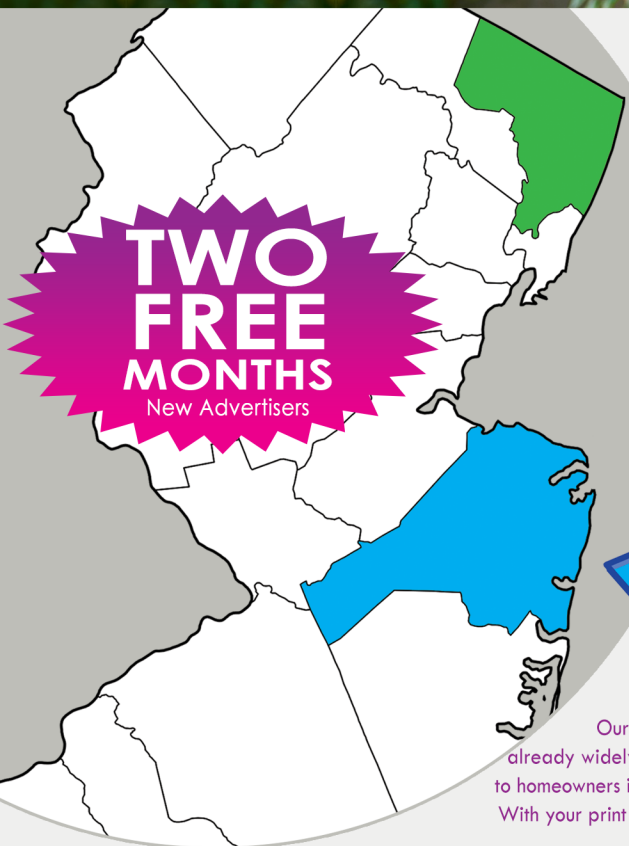
Guides.com

DIRECT MAIL PRINT ADVERTISING

Our direct mail option is mailed to thousands of homes each month.



OPTION 2: MAILED DIRECTLY TO HOMES



BERGEN COUNTY

MAILED TO HOMES IN THESE TOWNS:

- Allendale
- Fair Lawn
- Franklin Lakes
- Ho-Ho-Kus
- Mahwah
- Midland Park
- Oakland
- Ramsey
- Ridgewood
- Glen Rock
- Saddle River
- Waldwick
- Wyckoff
- Bergenfield
- Closter
- Cresskill
- Demarest
- Dumont
- Emerson
- Englewood
- Englewood Cliffs
- Harrington Park
- Haworth
- Hillsdale
- Montvale
- New Milford
- Northvale
- Norwood
- Oradell
- Paramus
- Park Ridge
- River Edge
- Teaneck
- Tenafly
- Westwood
- Twp Washington
- Woodcliff Lake

MONMOUTH COUNTY

MAILED TO EVERY HOME IN:

Colts Neck • Rumson • Holmdel • Fair Haven • Little Silver

Our Direct Mail Editions offer you an alternative to our already widely recognized magazines! These editions are mailed to homeowners in affluent towns in Bergen and Monmouth Counties. With your print ad, you will also get a **FREE** prominently displayed web listing on www.HomeImprovementGuides.com.

DIRECT MAIL

HOME IMPROVEMENT

MAILED TO EVERY HOME IN
Colts Neck • Rumson • Holmdel • Fair Haven

Roofing | Siding | Windows

Call Today for a Free Estimate! ☎ 855.624.6655

100% FINANCING AVAILABLE | FAMILY OWNED & OPERATED

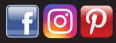
MagnoliaHomeRemodeling.com

MONTHLY ADVERTISING RATES PER COUNTY

Quarter \$495	Half \$695	Full \$895	Premium \$995	Full Bleed \$1,295
Front Cover \$1,595	Front Inside \$1,395	Center Spread \$2,500	Back Inside \$1,395	Back Cover \$1,495



Home Improvement Guide
 24 Merchants Way, Suite 201, Colts Neck, NJ 07722
 P: 732-780-7474 F: 732-414-1736 E: info@homeimprovementguides.com
www.HomeImprovementGuides.com



HOME IMPROVEMENT

Guides.com

WEBSITE ADVERTISING

Enhance your advertising experience with a listing on our website!

SUPPLEMENTAL OPTION 3: WEBSITE LISTING

CONTRACTOR PROFILE LISTINGS

Basic Package is Included With Your 1/4, 1/2 or Full Page Print Ad At **NO COST!**

BASIC INTERNET PACKAGE

\$195 Per Year!

Includes

- Contact Information Including Company Logo
- Text Description & Link to your website
- Choice of 1 Search Category
- Choice of 1 Zone

DELUXE INTERNET PACKAGE

\$595 Per Year!

Includes All of Basic Package Plus

- Digital Ad Display
- Display of up to 10 Pictures
- Choice of Relevant Search Categories
- Choice of Zones



Web-Only Advertising Packages!

Are you a contractor looking to build your internet presence and get your name noticed online?

Advertise your Business on our website and reach your target market online!

The power of print allows us to market our website to homeowners looking for home improvements. Each month, hundreds of readers visit our website to find their next home improvement professional. Advertise on our website and have your name in front of potential customers eager for your business!

Our website is Search Engine Optimized to organically rank high on internet searches. We also promote our website on social media platforms and point people directly to our search feature.

FREE

HOME IMPROVEMENT

ADVERTISING THAT REALLY WORKS!

EDITIONS THROUGHOUT NJ, PA, NY & CT

Guides.com

TRUGREEN

Live life outside!

Save now with
50% OFF
 Your First Application

Get the most out of your lawn this spring.

SCHEDULE YOUR APPOINTMENT TODAY!

1-888-809-2368

*Requires purchase of annual plan. Special price is for first lawn application only. Requires purchase of annual plan for new residential EasyWay or ProWay customers only. Valid at participating TruGreen locations. Availability of services may vary by geography. Not to be combined with or used in conjunction with any other offer or discount. Additional restrictions may apply. Consumer responsible for all sales tax. Purchase of annual lawn plan required for TruGreen Lawn Assessment, which is performed at the first visit. *Businesses require an annual site inspection only. Offer good only on 04/01/2014.

©2014 TruGreen Limited Partnership. All rights reserved. In Connecticut, 0-1513, 0-1395, 0-1317, 0-2020, 0-9151.



Home Improvement Guide

24 Merchants Way, Suite 201, Colts Neck, NJ 07722

P: 732-780-7474 F: 732-414-1736 E: info@homeimprovementguides.com

www.HomeImprovementGuides.com





COUPON ADVERTISING

Offer something and they will call.
Coupons connect you.
Start. The. Conversation.



SUPPLEMENTAL OPTION 4: COUPON ON HOMEPAGE

HOMEPAGE COUPON ADVERTISING

<p>6 MONTHS</p> <p>Your Coupon On Our Homepage For 6 Months</p> <p>\$300</p>	<p>For Print Advertisers Only!</p>	<p>12 MONTHS</p> <p>Your Coupon On Our Homepage For 12 Months</p> <p>\$500</p>
---	---	---

Coupon Advertising!

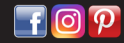
Coupons are currency that drive homeowners to your business.

The power of print allows us to market our website to homeowners looking for home improvements. Along with SEO and social media marketing, we provide a comprehensive approach to drawing homeowners to our website. However, once they are there, who should they call? We have prominently featured a coupon section on our homepage to give you a direct advantage. Better yet, coupons make homeowners want to call you over your competition. Offer something and start the conversation. You're more likely to gain the business once the connection has been made.

YES WE COUPON
AND MORE!



Home Improvement Guide
24 Merchants Way, Suite 201, Colts Neck, NJ 07722
P: 732-780-7474 F: 732-414-1736 E: info@homeimprovementguides.com
www.HomeImprovementGuides.com



FREE

HOME IMPROVEMENT

ADVERTISING THAT REALLY WORKS! *Guides.com*
EDITIONS THROUGHOUT NJ, PA, NY & CT

Save on Windows & Doors!

BUY ONE, GET ONE **AND** \$0 Money Down
40% OFF \$0 Interest
\$0 Monthly Payments for 12 months*

*Minimum purchase of 4 - Interest accrues from the date of purchase but is waived post to full within 12 months.

Call by July 31
to schedule your **FREE** consultation.
866-211-2393

RENEWAL by ANDERSEN
FREE WINDOW DOOR ESTIMATE



PRODUCTION SPECS

Creativity is key.
Make your ad shine.



PRINT DEADLINE & SPECIFICATIONS

We provide free graphic design services and advice for creating your ad.
Have questions? We'd love to talk about it.

Full Page
6.5" (w) x 9.5" (h)

Half Page
6.5" (w) x 4.75" (h)

Quarter Page
3.25" (w) x 4.75" (h)

Classified
2" (w) x 2.75" (h)

- All camera ready ads must be at least 300 dpi.
- All color should be CMYK.
- All black type should be created as: 0% C, 0% M, 0% Y, 100% K
- All fonts must be embedded.
- Preferred file format for ad is a flattened PDF.

Please call to discuss deadlines and additional details.

WEB SPECIFICATIONS

Please call to discuss deadlines and additional details.

Listing Ad: 1950px wide x 530px high, 300 dpi, RGB, JPG
Header Ad: 1140px wide x 180px high, 72 dpi, RGB, JPG



Home Improvement Guide

24 Merchants Way, Suite 201, Colts Neck, NJ 07722
P: 732-780-7474 F: 732-414-1736 E: info@homeimprovementguides.com
www.HomeImprovementGuides.com



FREE HOME IMPROVEMENT
ADVERTISING THAT REALLY WORKS! *Guides.com*
EDITIONS THROUGHOUT NJ, PA, NY & CT

Custom Pull-Out Shelves
for your existing cabinets and pantry.

50% OFF INSTALL!

Easy access, less stress, everything within reach.
Call for Your **FREE** Design Consultation: **ShelfGenie**
(855) 339-1161
EVERYTHING WITHIN REACH
a neighborhood company

