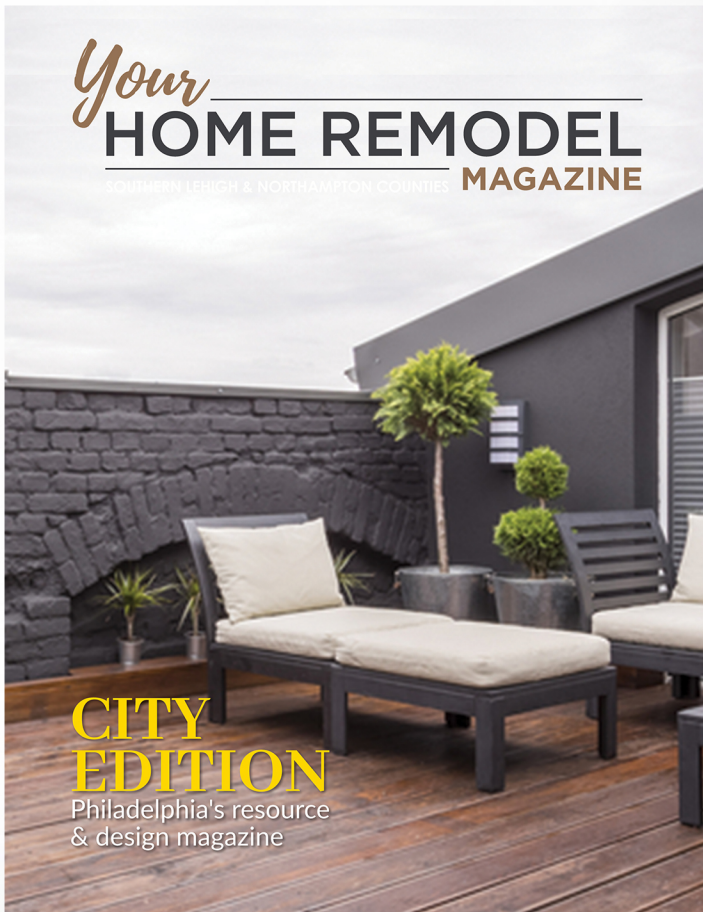


# Your HOME REMODEL MAGAZINE

MEDIA KIT

## PHILADELPHIA



## SOUTHERN LEHIGH NORTHAMPTON

**TWO EDITIONS**  
**SOUTHERN LEHIGH/NORTHAMPTON EDITION**  
**THE PHILADELPHIA CITY EDITION**

Your Home Remodel Media Group, LLC



# EDITORIAL CALENDAR 2020

Each issue of **Your Home Remodel Magazine** is dedicated to bringing design inspiration and professional resources to homeowners in their region. Home remodeling and design is our **ONLY** focus.

Every issue includes feature articles on kitchen and bath remodels, interior and exterior projects, outdoor living projects, and home maintenance advice. Our targeted homeowners will look to **Your Home Remodel Magazine** every month as a valuable resource when they plan their next home remodeling project.

## CITY EDITION



### FEBRUARY 2020

**SPRING HOME REMODEL ISSUE**  
AD DEADLINE: 2/06/20  
IN HOME: 2/15/20

### MARCH 2020

**SPRING HOME REMODEL ISSUE**  
AD DEADLINE: 3/05/20  
IN HOME: 3/16/20

**FEATURED ARTICLES:** City Outdoor Living Spaces, Kitchen Cabinetry/Refacing, Gutter Innovation, Remodeling/Additions, Window Treatments, Easy Bathroom Makeover,

### APRIL 2020

**OUTDOOR LIVING ISSUE**  
AD DEADLINE: 4/03/20  
IN HOME: 4/15/20

### MAY 2020

**OUTDOOR LIVING ISSUE**  
AD DEADLINE: 4/30/20  
IN HOME: 5/13/20

**FEATURED ARTICLES:** Outdoor Kitchens, Rooftop Decks, Awnings, Fabulous Outdoor Furniture, Outdoor Firepits, Kitchen Countertop Options, Guest Bathrooms, HVAC Upgrades For Summer.

### JUNE 2020

**INDOOR/OUTDOOR REMODEL ISSUE**  
AD DEADLINE: 5/29/20  
IN HOME: 6/10/20

### SUMMER 2020

**INDOOR/OUTDOOR REMODEL ISSUE**  
AD DEADLINE: 6/24/20  
IN HOME: 7/7/20

**FEATURED ARTICLES:** Curb Appeal: Exterior Lighting, Painting & Decorative Concrete. Energy Efficient Windows, Flooring Trends, More Fabulous Outdoor Furniture Trends, Kitchen and Bathroom Expansion, Spare Bedroom to Master Closet

### SEPTEMBER 2020

**FALL HOME REMODEL PROJECTS**  
AD DEADLINE: 9/11/20  
IN HOME: 9/21/20

### OCTOBER 2020

**FALL HOME REMODEL PROJECTS**  
AD DEADLINE 10/9/20  
IN HOME: 10/20/20

**FEATURED ARTICLES:** Kitchen Appliances, Bath Remodel Trends, Closet Organization, Whole Kitchen Design, Winterize Inside & Out: Windows, Doors, Roofing, Siding. Gorgeous Countertops for the Kitchen & Bath.

## SOUTHERN LEHIGH/NORTHAMPTON EDITION



### FEBRUARY 2020

**18TH ANNUAL EASTERN PA  
SPRING HOME SHOW  
SPRING REMODEL ISSUE**  
AD DEADLINE: 1/27/20  
IN HOME: 02/10/20

### MARCH 2020

**LEHIGH VALLEY FLOWER SHOW  
SPRING HOME REMODEL ISSUE**  
AD DEADLINE: 2/21/20  
IN HOME: 3/03/20

**FEATURED ARTICLES:** Outdoor Living Spaces, Garage Organization/Doors, Kitchen Cabinetry/Refacing, Gutter Innovation, Remodeling/Additions, Window Treatments, Easy Bathroom Makeover, Spring Landscape Design.

### APRIL 2020

**OUTDOOR LIVING ISSUE**  
AD DEADLINE: 3/20/20  
IN HOME: 4/01/20

### MAY 2020

**OUTDOOR LIVING ISSUE**  
AD DEADLINE: 4/17/20  
IN HOME: 5/01/20

**FEATURED ARTICLES:** Outdoor Kitchens, Playsets, Decks and Hardscaping, The Latest Pool Trends, Fabulous Outdoor Furniture, Outdoor Firepits, Awnings, Kitchen Countertop Options, Guest Bathrooms, HVAC Upgrades For Summer.

### JUNE 2020

**INDOOR/OUTDOOR REMODEL ISSUE**  
AD DEADLINE: 5/15/20  
IN HOME: 5/29/20

### SUMMER 2020

**INDOOR/OUTDOOR REMODEL ISSUE**  
AD DEADLINE: 6/12/20  
IN HOME: 6/26/20

**FEATURED ARTICLES:** Curb Appeal: Exterior Lighting, Landscaping, Painting & Decorative Concrete. Energy Efficient Windows, Flooring Trends, More Fabulous Outdoor Furniture Trends, Kitchen and Bathroom Expansion, Spare Bedroom to Master Closet

### SEPTEMBER 2020

**FALL HOME REMODEL PROJECTS**  
AD DEADLINE: 8/28/20  
IN HOME: 9/10/20

### OCTOBER 2020

**18TH ANNUAL EASTERN PA  
FALL HOME SHOW  
FALL HOME REMODEL PROJECTS**  
AD DEADLINE 10/9/20  
IN HOME: 10/20/20

**FEATURED ARTICLES:** Kitchen Appliances, Bath Remodel Trends, Closet Organization, Whole Kitchen Design, Winterize Inside & Out: Windows, Doors, Roofing, Siding. Gorgeous Countertops for the Kitchen & Bath. Fall Clean Up.

### NOVEMBER 2020

**THE BEST OF ISSUE**  
FEATURING A COLLECTION  
OF 2-PAGE SPREADS HIGHLIGHTING YOUR BUSINESS.  
AD DEADLINE: 10/23/20 | IN HOME DELIVERY: 11/06/20



**Your Print & Digital Ad Package Includes:**

- Full Color Magazine Ad with mailing directly to targeted prospects
- Full Page Online Profile on YHRMag.com’s Resource Directory which includes your company information, photos, links and services offered, with a one-click connect to your website
- Digital Edition available online with a one-click connect to your website
- Content Marketing Blog Profile to share over social media highlighting your recent projects and your company profile
- SEO that will continuously direct readers to the magazine’s website and to your Full Page Profile with a one-click connect to your website
- Banner Ad on YHRMag.com with one-click connect to your website
- Bonus Distribution at select real estate offices

# ADVERTISING RATES

## Four-Color Display Ad (per insertion/per edition)

| Ad Size       | 2x   | 4x   | 6x   | 8x   |
|---------------|------|------|------|------|
| Full Page     | 1595 | 1395 | 1195 | 1095 |
| 1/2 Page      | 1195 | 1095 | 895  | 795  |
| 2 Page Spread | 2995 | 2795 | 2495 | 2195 |

## Premium Pages

|                    |      |      |      |      |
|--------------------|------|------|------|------|
| Back Cover         | 1795 | 1595 | 1495 | 1395 |
| Inside Front Cover | 1695 | 1495 | 1395 | 1295 |
| Page 3             | 1695 | 1495 | 1395 | 1295 |
| Inside Back Cover  | 1595 | 1395 | 1295 | 1195 |

We request .25" safety margins and .125" bleed regardless of size.

It is also important to watch and correct low resolution (< 300 dpi) images. Images should be 300 dpi CMYK images. We use U.S. Web SWOP Coated standard in Photoshop for images.

All ads must be submitted at 350 dpi in CMYK at the desired print size.

The following file formats are accepted: PDF, JPEG, Adobe Illustrator, InDesign, and Photoshop.

Send all ad materials to Jackie@YHRMag.com



### 2 Page Spread

Trim Size: 16" x 10.5"  
Bleed Size: 16.5" x 11"  
Image Area: 15.5" x 9.75"



### Full Page

Full bleed: 8.5" x 11"  
Final trim size: 8" x 10.5"

#### Safe Image Area:

Keep important text and images .1875" inside the trim area, and .25" inside the gutter.



### 1/2 Vertical

Dimensions:  
3.625" x 9.75"



### 1/2 Horizontal

Dimensions:  
7.5" x 4.75"



# Distribution & Reach

## Southern Lehigh & Northampton Edition

*Your Home Remodel Magazine* is delivered directly to **30,000** affluent single-family owner-occupied homes with values over **\$400,000**.

Reaching high income homes in the Valley every month, our specially designed alternating mailings will give you a **30,000** home reach every two consecutive issues.

### Targeted areas:

- Bethlehem
- Emmaus
- Upper Saucon
- Macungie
- Coopersburg
- Whitehall
- Hellertown
- Nazareth
- Center Valley
- Allen
- Weisenberg
- Coplay
- Bath
- Alburtis

| ZIP CODES |       |       |       |       |       |
|-----------|-------|-------|-------|-------|-------|
| 18011     | 18032 | 18046 | 18060 | 18077 | 18104 |
| 18014     | 18034 | 18049 | 18064 | 18078 | 18930 |
| 18015     | 18036 | 18051 | 18065 | 18080 | 18951 |
| 18017     | 18037 | 18052 | 18066 | 18081 | 18955 |
| 18018     | 18040 | 18053 | 18067 | 18087 | 18981 |
| 18020     | 18042 | 18055 | 18068 | 18092 | 19529 |
| 18031     | 18045 | 18059 | 18069 | 18103 | 19530 |

## Philadelphia City Edition

*Your Home Remodel Magazine, City Edition*, was specifically designed to reach the most affluent areas in Philadelphia. Neighborhood homes are in high demand and homeowners are searching for resources that can make their house the HOME they always dreamed of.

*Your Home Remodel Magazine, City Edition*, will deliver to over 20 of the best selected neighborhoods in Philadelphia including, Chestnut Hill, Rittenhouse Square, Olde City, Society Hill, South Philadelphia and Manayunk, just to name a few....

Delivered **directly** to **25,000** of the most affluent homes in Philadelphia. *Your Home Remodel Magazine City Edition* will be mailed to targeted, affluent, owner-occupied homes on an alternating schedule. Every two consecutive issues, *Your Home Remodel Magazine City Edition* will be delivered and seen in **25,000** homes with an average home value of **\$590,000**.

### Targeted Neighborhoods:

- Callowhill
- Cedar Park
- Center City East
- Chestnut Hill
- Dickinson Narrows
- Fairmount
- Fishtown
- Fitler Square
- Garden Court
- Hawthorne
- Logan Square
- Mount Airy
- Roxborough Park
- Wissahickon

| ZIP CODES |       |       |       |
|-----------|-------|-------|-------|
| 19123     | 19130 | 19106 | 19128 |
| 19143     | 19125 | 19102 | 19129 |
| 19107     | 19146 | 19103 | 19004 |
| 19118     | 19104 | 19119 | 19035 |
| 19147     | 19139 | 19127 | 19072 |

**IN BUSINESS TO HELP BUILD YOUR BUSINESS!**