

Your

THE REMODEL & DESIGN MAGAZINE

HOME REMODEL MAGAZINE

LEHIGH & NORTHAMPTON COUNTIES



MEDIA KIT
2022

Your

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A REMODEL & DESIGN MAGAZINE

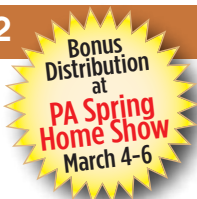
HOME REMODEL MAGAZINE

LEHIGH & NORTHAMPTON COUNTIES

FEBRUARY 2022

Winter Home Remodel Issue

Ad Deadline: 2/1/2022
In Homes: 2/15/2022



MARCH 2022

Winter Home Remodel Issue

Ad Deadline: 2/1/2022
In Homes: 3/1/2022

FEATURED ARTICLES:

Beautiful Countertops and Tile, Kitchen Remodel, Bathroom Makeover, Spring Landscape Design, Window Treatments.

APRIL 2022

MAY 2022

Spring Home Remodel Issue

Ad Deadline: 3/25/2022
In Homes: 4/4/2022

Spring Home Remodel Issue

Ad Deadline: 3/25/2022
In Homes: 5/5/2022

FEATURED ARTICLES:

Outdoor Kitchens and Firepits, Additions, Hardscaping, Latest Pool Trends, Amazing Outdoor Furniture, Gutter Innovations.

JUNE 2022

SUMMER 2022

Indoor/Outdoor Home Remodel Issue

Ad Deadline: 5/20/2022
In Homes: 6/1/2022

Indoor/Outdoor Home Remodel Issue

Ad Deadline: 5/20/2022
In Homes: 7/10/2022

FEATURED ARTICLES:

Decorative Concrete, Awnings, Energy-Efficient Windows and Doors, Decks, Finished Basements, Garage Organization.

SEPTEMBER 2022

OCTOBER 2022

Fall Home Remodel Issue

Ad Deadline: 9/2/2022
In Homes: 9/15/2022

Fall Home Remodel Issue

Ad Deadline: 9/2/2022
In Homes: 10/5/2022

FEATURED ARTICLES:

New Appliances, Closet Organization, Kitchen and Bath Remodel, Home Offices, Flooring for Every Room, Roofing and Siding.

*Editorials Subject to Change



Your Home Remodel Media Group, LLC • 87 N. Broad Street, 2nd Floor Doylestown, PA, 18901
215-534-4421 • www.YHRMAG.com
For More Information Contact: TINA@YHRMAG.com



DISTRIBUTION & REACH

Lehigh & Northampton Edition

YOUR HOME REMODEL MAGAZINE is direct mailed to 30,000 affluent, single-family, owner-occupied homes with home values over **\$400,000**. Reaching high-income homeowners in **Lehigh and Northampton Counties**, our specially designed alternating mailings will deliver your message to **30,000** homes every two consecutive issues.

Targeted areas:

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

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

ADVERTISING RATES

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

Ad Size	2x	4x	6x	8x
Full Page	1695	1495	1395	1295
1/2 Page	1195	1095	995	895
2 Page Spread	3095	2795	2595	2395
Premium Pages				
Back Cover	1895	1695	1595	1495
Inside Front Cover	1795	1595	1495	1395
Page 3	1795	1595	1495	1395
Inside Back Cover	1695	1595	1395	1295

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

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

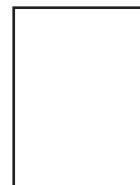
All ads must be submitted at 350 dpi in CMYK at desired print size.

Accepted formats: PDF, JPG, Adobe Illustrator, InDesign, and Photoshop.

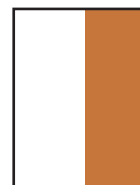
Send all ad materials to **Tina@YHRMAG.com**.



2 Page Spread
Full bleed: 11.125"x17"
Final trim size: 10.875"x16.75"
Safe image area: 10.25"x16"



Full Page
Full bleed: 8.625"x11.125"
Final trim size: 8.375"x10.875"
Safe image area: 7.625"x10"



1/2 Vertical
Dimensions:
3.75"width x 10"height



1/2 Horizontal
Dimensions:
7.625"width x 4.875" height

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