

# HOMETRENDS

Magazine

Hometrends is an expanded approach to a proven publishing platform. A potent combination of a high quality magazine and the surgical targeting of direct mail provide an unmatched marketing resource for high quality marketers. We solo- mail to over 43,000 of the Cleveland area's highest income, suburban households by name. Two thousand additional copies are mailed to local home, garden & design professionals and distributed to select locations for additional marketing reach and value. We also feature a live, digital version of each issue on-line with interactive and click- thru features.

## The Hometrends Mission

- A) Partner with area home, garden and design professionals catering to the most affluent, local suburban homeowners that are also targeted by our publication.
- B) Provide an effective and dedicated platform for local businesses to counter the ever-growing clutter from big box, discounters and mass-mail types.
- C) Deliver a valuable and unique resource to affluent local homeowners for purchasing and design decisions related to their home, garden & design goals.
- D) Engage our reader with a high quality magazine that focuses on local building and design trends with an editorial focus rather than a "catalog/ad" approach.
- E) Showcase local projects, the professionals involved and stories behind them.

Hometrends is the ONLY stand-alone magazine that is solely dedicated to local home, garden and design projects in the Cleveland market. Six times per year, we reach the most affluent homeowners via a high quality magazine that focuses on stories that directly interests them. Hometrends readers are more financially capable and actively planning large purchases and investments for their homes and lifestyles. *We efficiently connect with this lucrative group of homeowners and provide unrivaled access to the highest incomes (median HHI over \$274K), higher property values and larger homes. We deliver "the ability to buy" with every issue.*

We know that "a good read" is what keeps readers engaged with every issue. Therefore, advertising space is limited to about 50% of content, resulting in your ad never being "lost." Compare that to the 70 to 80(+) % mark that most magazines offer!

*Summary:* Hometrends delivers your message into the hands of discerning homeowners who can buy! What can we tell them for you?

Best Regards,

Pete Moissis  
*Publisher and Editorial Director*