

2010/2011
Affluent Targeting

THE AUTHORITY IN HOME, GARDEN AND DESIGN

HOMETRENDS

Magazine

Bring the Hook to the Fish

Hometrends has been pre-positioned to reach the affluent households that consistently spend the most in good times and bad. As our economy endures a slowdown, the affluent readers of Hometrends remain the dominate group making measurable & diverse big-ticket purchases.

When the economy is doing well, target marketing often takes a back seat to reach. Casting a wide net into a small pond (Greater Cleveland) was comfortable for many local marketers. However, current economics dictate that marketing efforts be more targeted. Reaching qualified buyers is crucial to survival in economic downturns. Hometrends efficiently provides marketers a solid edge by continuing to focus on the only demographic "liquid enough" to make big-ticket purchases. While there are plenty of options to "fish in a small pond," Hometrends "brings the hook to the fish."

High disposable incomes, high liquid assets, single family suburban, owner occupied high value households are our sole focus. If able, many marketers would create a similar list. With our "bring the hook to the fish" approach, we remain successful at getting your message into the hands of the most affluent group of consumers in Ohio and most of her neighboring states.

Hometrends continues to engage affluent homeowners with local articles on exciting projects in a high quality magazine that not only rises above the clutter, it avoids the clutter completely.

Unique "Bring The Hook To The Fish" Features Include:

Low ad-to-story ratio ensures advertising doesn't exceed 50%... Your message is never "lost."

Beautiful front cover photographs promote long in-home shelf life.

Exclusive "Word of mouth" editorial stands apart from common, "advertorial" magazines

Focus on local projects keeps readers in touch with Home, Garden & Design trends

Hybrid mailing list enables us to target the most likely affluent buyers with minimal waste

We target the affluent without risky subscriptions-based newsstand ploys for attention

The best neighborhoods in the most affluent zip codes via carrier route destination

Brand maintenance during slowdowns result in a quicker post-downturn sales swing

When considering marketing options, Hometrends offers a proven and reliable feature that other "wide-net" magazines simply don't offer... We're already there!

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