

TARGETED

HOME REMODELING RESOURCE GUIDE

MEDIA KIT



www.REMODELING101GUIDE.com

••• 877-380-7636 •••



TARGETING THE RIGHT AUDIENCE IS ESSENTIAL TO YOUR SUCCESS.

Households receiving the Remodeling 101 Guide are carefully selected from a pool of potentials in order to bring you the best results.



OUR READERS

AFFLUENT. RESOURCEFUL. SELECTIVE.

LET US HELP YOU REACH MORE HOMEOWNERS WITH OUR

11
ZONES

1.1M
HOMEOWNERS

850+
SATISFIED CLIENTS

20+YRS
MARKETING EXP.





EXCLUSIVE MAILING LIST

Our proprietary mailing list is curated to contain only the most exclusive owner-occupied properties. Remodeling 101 Guide is sent to over 100,000 homes per zone, every month!

LIMITED ADVERTISERS PER CATEGORY

Each zone has only 3 advertisers of the same trade, creating less competition for you and swift choices for homeowners. We really make you shine!

PRINT QUALITY

Beautiful, glossy full color ads are printed on #60lb paper & optimized to elevate the value of our magazine and your services. In addition, our cover is never sold, it presents itself with a fresh, modern lifestyle look to inspire potential customers.

TRACKING & ANALYTICS

We provide you with a dedicated, toll-free phone number and generate monthly reports to track your leads. Never wonder whose call you missed!

COMPLIMENTARY DESIGN SERVICES

Need help with your ad and marketing design? Let our expert design team provide you with the materials you need to succeed, free of charge to you.

JANUARY

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JUNE

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						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

AUGUST

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				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER VALLEY

OCTOBER

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY

Su	Mo	Tu	We	Th	Fr	Sa
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

MARCH

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24	25	26	27	28	29	30
31						

MAY

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
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19	20	21	22	23	24	25
26	27	28	29	30	31	

JULY

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

NOVEMBER

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- IN-HOME DATE**
1. SAN FERNANDO EAST
 2. SAN FERNANDO WEST
 3. CONEJO VALLEY
 4. SAN GABRIEL VALLEY
 5. SANTA CLARITA VALLEY

- IN-HOME DATE**
6. WEST LOS ANGELES
 7. SOUTH BAY - LOS ANGELES
 8. NORTH ORANGE COUNTY
 9. SOUTH ORANGE COUNTY
 10. INLAND EMPIRE WEST
 11. RIVERSIDE

DELIVERY INFORMATION

Remodeling 101 is delivered to targeted homes once a month. Zones 1- 5 are delivered at the start of the month. Followed by Zones 6-11 at the middle of the month, as shown above.

During the month of December, due to the holiday season, all 11 Zones of Remodeling 101 are delivered on the first of the month.

AD APPROVALS & PRINT READY FILES

Ad Approvals and Print Ready files are expected 3 weeks prior to all In-Home dates. This allows us the time needed to prepare our print files and maintain our high quality standards.



1 YEAR FULL PG \$1,200

6 MO. FULL PG \$1,300

3 MO. FULL PG \$1,450

FULL PAGE SAMPLE

1 YEAR 1/2 PG \$650

6 MO. 1/2 PG \$700

3 MO. 1/2 PG \$850



BATH OR KITCHEN.....	FULL PG \$1,900
ROOM ADDITION.....	FULL PG \$1,900 1/2 PG \$1,100
BACK COVER.....	FULL PG \$3,000
INSIDE FRONT.....	FULL PG \$2,000
INSIDE BACK.....	FULL PG \$2,000
COVER STRIP.....	STRIP \$350

CATEGORIES

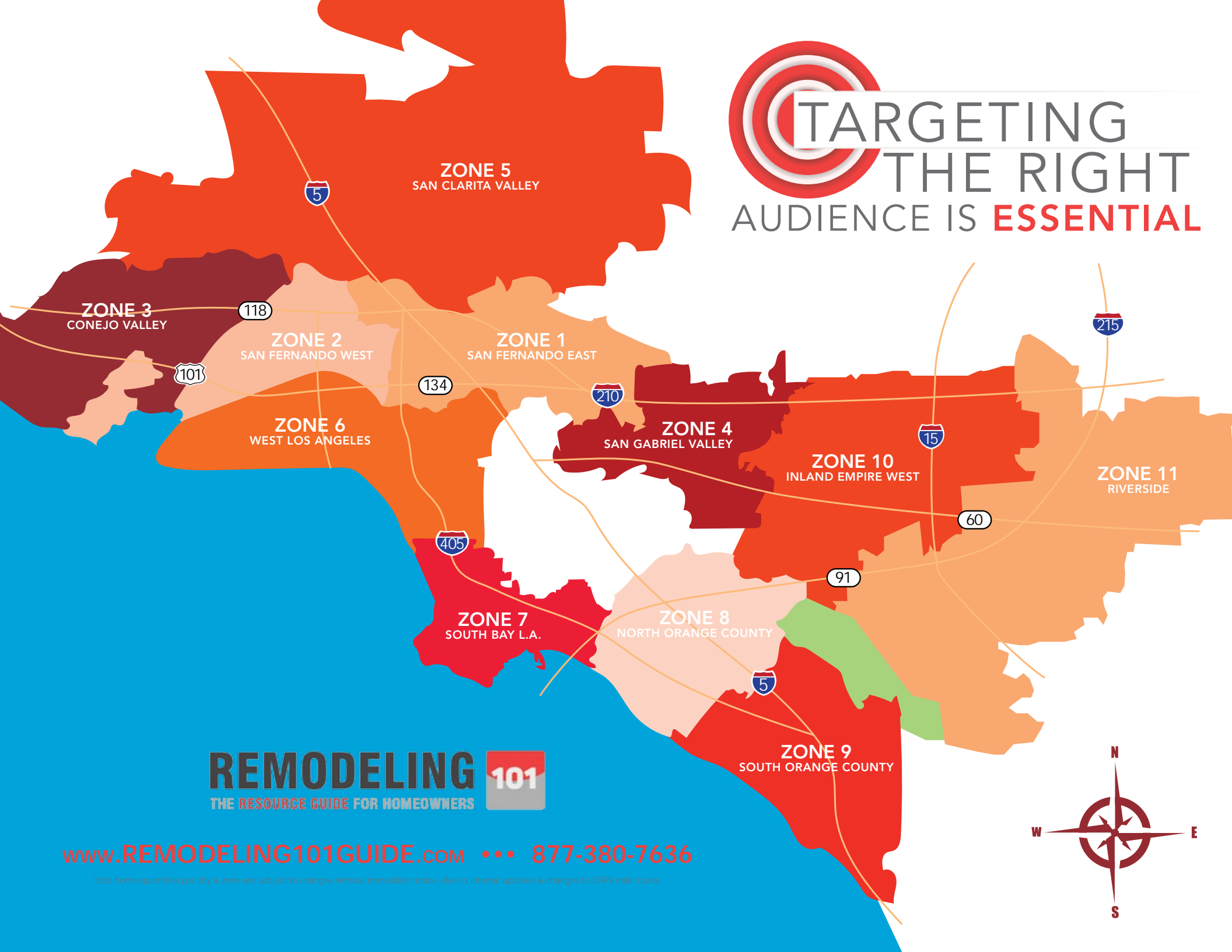
ALL CATEGORIES ARE SUBJECT TO AVAILABILITY. UNLISTED CATEGORIES MAY BE AVAILABLE, PLEASE INQUIRE.

- Air Duct • Artificial Grass • Attic Cleaning • Backyard • Bathroom • Carpet Cleaning • Chimney • Closet • Doors
- Electric • Fence & Gate Repair • Fireplace • Flooring • Floor Refinishing • Foundation • Furniture • Garage Doors
- Garage Storage • Gutters • Heating & Air • Home Security • Kitchen • Lighting • Mold • Nursery • Painting
- Patio Covers • Paving • Pest Control • Plumbing • Pools • Reglazing • Repiping • Roofing • Room Addition • Screens
- Shutters & Blinds • Solar • Stone • Vanities • Water Damage • Windows • Window Cleaning • Window Covering

Pages 3-11 are premium positions & incur a 15% additional fee.



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Total home quantities per city & zone are subject to changes without immediate notice, due to internal updates & changes to USPS mail routes.

