Dear Home Improvement Professional,

Thank you for your interest in HOME IMPROVEMENT GUIDE.

HOME IMPROVEMENT GUIDE is distributed to interested homeowners in New Jersey, New York and Pennsylvania. It is part of a larger family of magazines that includes Home Remodeling & Design, Celebrations (our wedding magazine) and Home Relocation Guide (our real estate magazine).

Please allow us to explain why our magazines are successful and how you will benefit from advertising with us. In simple terms, our concept is easy...targeted marketing, broad distribution, high circulation and multimedia coverage, with virtually no waste! We offer the reader a free publication and an interactive website filled with home improvement information, ideas, special promotions and savings.

By advertising with HOME IMPROVEMENT GUIDE, thousands of potential clients will get to know your name. We put you in touch with highly qualified homeowners who are looking for your services. As a new client, we will give you two free months of targeted print and internet advertising and prove that our publication is the right fit for you. There are no contracts, just proven results.

Nick Montalbano  
Publisher  
HOME IMPROVEMENT GUIDE  
101103
Why Home Improvement Guide? ........................

Advertising That Really Works!

Why are our magazines successful?
The concept is easy... direct marketing, broad distribution, high circulation and multi-media coverage, with virtually no waste!

Direct Marketing
Our name Home Improvement Guide says it all. If you are planning to renovate and need a plumber, a carpenter, an electrician, or anything else regarding improving your home, pick up a copy and find resources to help you. We offer the reader a free publication filled with home improvement information, ideas, special promotions and savings.

Broad Distribution
We have contracts with rack rental programs in high traffic locations like supermarkets, drug stores, convenience stores and retail chains. By distributing our magazines in popular locations, only those who are interested in reading the magazine pick it up...and use it! Unlike direct mail, which has a high waste factor, this assures you of interested readers.

Expanded Coverage
Our coverage is unrivaled. Unlike most other magazines, our publication covers counties, not towns. Our expanded coverage benefits both advertisers and readers. Advertisers reach a broader customer base and readers have more choices. Home Improvement Guide has 9 editions distributed throughout New Jersey, Pennsylvania and New York.

IN PRINT
Over 200,000 Magazines Monthly
Throughout New Jersey, New York & Pennsylvania

ONLINE
www.HomeImprovementGuides.com

IN PERSON
Local Home Shows

www.HomeImprovementGuides.com
Integrated Marketing

Our cross-marketing strategies have proven successful. We offer our advertisers unique opportunities to connect with readers through print, online & in person.

**in print**

HOME IMPROVEMENT GUIDE was launched in 1999 and has grown into one of the most popular home improvement magazines in the tri-state area (New Jersey, Pennsylvania & New York). The magazine has unparalleled distribution and, in some areas, is also direct mailed to new homeowners. HOME IMPROVEMENT GUIDE offers local resources for homeowners at every stage of their renovation.

85% of Americans read magazines

77% of the population in the US uses the internet on a regular basis

**online**

HomelmpovementGuides.com offers homeowners many resources for planning their home improvement project including access to roofers, carpenters, masons, window, kitchen and bathroom companies. The website contains a prominently displayed search feature populated with a database of our advertisers. Homeowners can type in exactly what they are looking for and get results instantaneously.

Internet advertising is free for our advertisers.

**in person**

HOME IMPROVEMENT GUIDE is at many home shows in New Jersey, New York & Pennsylvania. We personally hand a copy of the magazine to every person that walks through the door. We personally connect with homeowners to let them know who we are and how we can help them in the home improvement planning process.
The Magazine

CONNECT WITH EAGER HOMEOWNERS

Homeowners read our magazine in preparation for their big home improvement projects. They check out who’s in our magazine and compare what home improvement companies have to offer. HOME IMPROVEMENT GUIDE has become such a familiar entity that homeowners naturally seek it out and use it as they plan their renovation.

PRINT DISTRIBUTION

- Monthly publication (12 issues per year)
- Distributed to select counties, rather than just a few towns
- Distributed locally to thousands of retail outlets

10 EDITIONS TO CHOOSE FROM

Greater Philly • Pocono • Lehigh Valley • Rockland/Orange • Westchester • NYC • North Jersey • Central Jersey • South Jersey • Southwest Jersey

www.HomeImprovementGuides.com
Zone Coverage


Zone 01: North Jersey - Covering Bergen, Passaic, Morris, Essex, Hudson & Sussex
Zone 02: Central Jersey - Covering Middlesex, Somerset, Hunterdon, Mercer, Union & Warren
Zone 03: Monmouth/Ocean - Covering Monmouth & Ocean
Zone 04: South Jersey - Covering Burlington, Camden, Gloucester & Atlantic
Zone 05: Pocono Mountains - Covering Wayne, Pike, Monroe & Carbon
Zone 06: Lehigh Valley - Covering Northampton & Lehigh Counties
Zone 07: Greater Philadelphia - Covering Bucks, Montgomery and the Main Line
Zone 08: New York - Covering Staten Island, Brooklyn & Queens
Zone 09: New York - Covering Orange & Rockland Counties
Zone 10: New York - Covering Westchester County

WE OFFER MULTIPLE ZONE DISCOUNTS

5% OFF When You Purchase Any 2 Zones
10% OFF When You Purchase Any 3 Zones
15% OFF When You Purchase Any 4 Zones or more
Introductory Offer

FREE ADVERTISING

Let Us Prove To You That Advertising
With HOME IMPROVEMENT GUIDE Will Work For You!
Pay For The First Month, Get The Next Two Months FREE
New Advertisers Only!

THAT'S 3 MONTHS ADVERTISING FOR THE PRICE OF ONE!
No Contract To Sign!

2MONTHS FREE

We are so confident that
advertising with
HOME IMPROVEMENT GUIDE
will work that we’re willing to
let you try it for FREE!

WE WANT TO EARN YOUR
TRUST AND LOYALTY.

Above all, we want you to see first
hand how well advertising with
HOME IMPROVEMENT GUIDE
will work for you.

www.HomeImprovementGuides.com
Internet & Website

HomelImprovementGuides.com is easy to use. Our search feature is found on our homepage page. Homeowners can select a category and enter their town or zip code and search through our database of advertisers.

Your Personal Web Listing
Includes
- Company Name
- Contact Information
- Link to Your Website, Email, Video
- Description of your company
- Advertisement
- Photo Album of Your Pictures

Plan Your Next Project
Find Local Home Improvement Professionals in Your Area
- Find
- Additions & Remodels
- Near
- City & State or Zip Code
- e.g. Princeton, NJ or 08540
- Search

300 Restaurant Gift Certificate
FREE E-MAGAZINE SUBSCRIPTION
ENTER TO WIN!

Home Improvement Guide is....
DIGITAL
Our website offers readers the opportunity to view our monthly magazine digitally online.

PROMOTION
We promote our website many ways:
- In Our Print Magazines
- Through Weekly Emails, Facebook & Twitter
- Through Other Networking Websites
- In All Our Sister Publications

facebook
www.facebook.com
twitter
www.twitter.com

Coming Soon! Find Us On Facebook & Twitter!

www.HomelImprovementGuides.com
Distribution Locations

Pick Up At Thousands of Participating Locations

SUPERMARKETS
- STOP & SHOP
- Foodtown
- ACME
- ShopRite
- Giant
- Price Chopper
- Redner's
- Weis

CONVENIENCE STORES
- Krausser's Food Stores
- Wawa
- 7 Eleven
- QuickChek
- Turkey Hill

DRUG & DEPARTMENT STORES
- CVS
- Sears
- kmart
FREE GRAPHIC DESIGN SERVICE
If you would like us to create an ad for you (free of charge),
please email any photos, images, words, etc. to info@homeimprovementguides.com.
or mail to: HOME IMPROVEMENT GUIDE, 24 Merchants Way, Suite 201, Colts Neck, NJ 07722
If you are sending camera ready art, please follow the specifications below.

<table>
<thead>
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<th></th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>Color Classified</th>
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<td>6.5” (w) x 4.75” (h)</td>
<td>3.25” (w) x 4.75” (h)</td>
<td>2” (w) x 2.75” (h)</td>
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SPECIFICATIONS
- All camera ready ads must be at least 300 dpi.
- All color should be CMYK. If you submit an ad not in CMYK, the colors will be converted.
- All black type should be created as 100% black, i.e. 0% C, 0% M, 0% Y, 100% K.
- All fonts must be embedded.
- Preferred file format for ad is a flattened PDF.

DEADLINE
Deadline is the 20th of each month.
The magazine begins distribution the first week each month.
Home Improvement Guide is printed 12 months per year.
Questions about production? Call 732-780-7474
or email info@homeimprovementguides.com

www.HomeImprovementGuides.com
New Advertiser Agreement

Please fill out and return with ad copy to:
24 Merchants Way, Suite 201, Colts Neck, NJ 07722
Phone: 732-780-7474 • Fax: 732-414-1736
Email: info@homeimprovementguides.com

NAME: __________________________ DATE: __________________________
COMPANY: ______________________
ADDRESS: ________________________
CITY: ___________________________ STATE: _______ ZIP: _________
PHONE: _________________________ CELL PHONE: _______________________
FAX: ___________________________ EMAIL: ____________________________

Which zone(s) would you like your ad to be placed in?
- [ ] Zone 01: North Jersey – Bergen, Passaic, Morris, Essex, Hudson & Sussex Counties
- [ ] Zone 02: Central Jersey – Middlesex, Somerset, Hunterdon, Mercer, Union & Warren Counties
- [ ] Zone 03: Monmouth/Ocean – Monmouth & Ocean Counties
- [ ] Zone 04: South Jersey – Burlington, Camden, Gloucester & Atlantic Counties
- [ ] Zone 05: Pocono Mountains – Wayne, Pike, Monroe & Carbon Counties
- [ ] Zone 06: Lehigh Valley – Northampton & Lehigh Counties
- [ ] Zone 07: Greater Philadelphia – Bucks, Montgomery & The Main Line
- [ ] Zone 08: New York – Staten Island, Brooklyn & Queens
- [ ] Zone 09: New York – Rockland & Orange Counties
- [ ] Zone 10: New York – Westchester County

Please Circle or Check Your Choice Below:

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<th>Pocono or Lehigh Valley Zones 5 or 6</th>
<th>New York Zones 5, 9 or 10</th>
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HiC Reg. # ____________ Plumbing Lic # ____________ Electrical Lic # ____________

VISA AMEX MC DISC Account Number: __________________________ Exp Date: __________________________ Security Code: __________________________

Credit Card Billing Address (if different from above)

I am mailing in a check. Payment must be received by the 20th.

By completing this form, I agree to pay for my ad before the next issue goes to print. If I decide to advertise after my two free months, my ad will automatically renew each month unless I otherwise specify or I cancel in writing by the 20th of the month prior to publishing.
HOME IMPROVEMENT Guides.com

for additional advertising information
please contact our office.
call 732.780.7474
fax 732.414.1736
or email info@homeimprovementguides.com

internet  print  in person