



# Custom Home

hanley wood

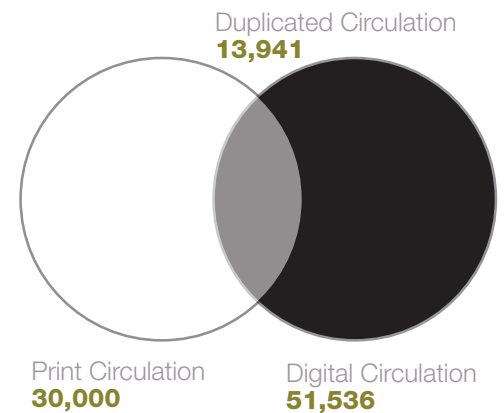
## CUSTOM HOME DIGITAL EDITION

HANLEY WOOD BUSINESS MEDIA ONE POWERFUL NETWORK



Today's construction pros draw on multiple media sources to make business and product decisions. Hanley Wood is the primary information source for construction pros, through magazines, Web sites and e-newsletters.

Total Audience:  
**67,595**



Source: Publisher's Own Data, June 2009

## MORE AUDIENCE. MORE VALUE.

- **MORE custom builders.** 67,595 subscribers receive CUSTOM HOME magazine through the addition of digital editions: **That's 37,595 more circulation at no additional cost to advertisers.\***
- **Same content, MORE audience.** Digital editions have the same content as print, are delivered to e-newsletter readers and posted on the magazine's Web site.
- **MORE audience, MORE value.** Full demographic information is available for the additional readers. Advertisers can receive complete tracking information and links to their Web sites from the digital editions.
- **NEW, unduplicated subscribers.** Circulation for digital editions combine print, plus e-newsletter subscribers not duplicated in the magazine circulation.

\*The circulation increase = digital circulation - duplicated circulation  
Numbers as of June 2009

## Sponsorship Opportunity

Cost: \$3,000 net per issue

- Dedicated e-Mail Promotion Announcing Sponsorship of Digital Edition
- Left Hand Sponsor Ad Facing Digital Edition Cover
- Skyscraper Ad Fixed in Right Well
- Lead generation "Ad Gen" on Sponsor's Print Ad Within Digital Edition
- Rich Media on Sponsor's Print Ad Within Digital Edition

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