



Custom Home

hanley wood

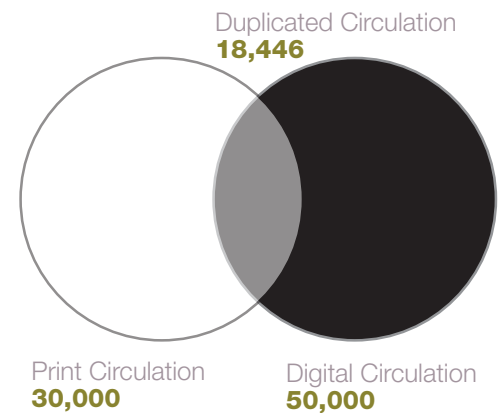
CUSTOM HOME DIGITAL EDITION

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:
61,554



Source: Publisher's Own Data, December 2009

MORE AUDIENCE. MORE VALUE.

- **MORE custom builders.** 61,554 subscribers receive CUSTOM HOME magazine through the addition of digital editions: **That's 31,554 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 December 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

For more information, contact Jeff Calore, Publisher, Residential New Construction, jcalore@hanleywood.com