

HOME IDEAS



THE **BEST BANG** FOR
YOUR **ADVERTISING** BUCK!

Home Ideas™ continues to be the
area's hottest source for homeowners
actively searching for home-related
products and services.

IN PARTNERSHIP WITH



Promote your business to an audience that is **actively seeking** out your home-related products or services.



TARGET MARKET

Home building, buying, remodeling, redecorating and improvement



DEMOGRAPHICS

Decisive, well-educated and affluent female home owners



HOUSEHOLD INCOME

\$125,000+



MONTHLY READERS

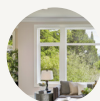
40,000+

2023 ISSUE THEMES & DEADLINES



ANNUAL Resource Guide

ARTICLES DUE 11.30.22 AD CONTENT DUE 12.15.22



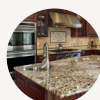
JULY Windows & Doors

ARTICLES DUE 5.25.23 AD CONTENT DUE 6.10.23



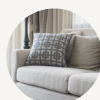
JANUARY Bathroom Retreats

ARTICLES DUE 11.25.22 AD CONTENT DUE 12.10.22



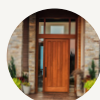
AUGUST Kitchen & Countertops

ARTICLES DUE 6.25.23 AD CONTENT DUE 7.10.23



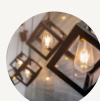
FEBRUARY** Sioux Empire Home Show™

ARTICLES DUE 12.25.22 AD CONTENT DUE 1.10.23



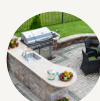
SEPTEMBER** Fall Parade of Homes™

ARTICLES DUE 7.25.23 AD CONTENT DUE 8.10.23



MARCH Lighting & Electrical

ARTICLES DUE 1.25.23 AD CONTENT DUE 2.10.23



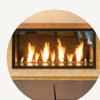
OCTOBER** Showcase of Remodeled Homes™ Outdoor Living Showcase™

ARTICLES DUE 8.20.23 AD CONTENT DUE 9.1.23



APRIL Curb Appeal

ARTICLES DUE 2.25.23 AD CONTENT DUE 3.10.23



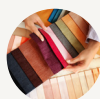
NOVEMBER Fireplaces & Warming Up

ARTICLES DUE 9.25.23 AD CONTENT DUE 10.10.23



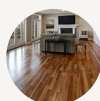
MAY** Spring Parade of Homes™

ARTICLES DUE 3.25.23 AD CONTENT DUE 4.10.23



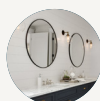
DECEMBER Design

ARTICLES DUE 10.25.23 AD CONTENT DUE 11.10.23



JUNE Flooring

ARTICLES DUE 4.25.23 AD CONTENT DUE 5.10.23



JANUARY 2024 Bathroom Retreats

ARTICLES DUE 11.25.23 AD CONTENT DUE 12.10.23



Home Ideas™ Magazine

Distributed FREE across the Sioux Empire each month, Home Ideas™ Magazine showcases the region's finest home-related businesses and provides an inside look at the area's most stylish homes and outdoor living spaces. The perfect place for highly sought after home building professionals!

PREMIUM FRONT COVER

Cover photo + three page advertorial article

PREMIUM BACK COVER

Full-page back cover ad + two page advertorial article

MONTHLY ARTICLES

Featured HBASE Business Article (Annual)

Two Page Advertorial Article with Photos, Logo & Contact Information (Annual Advertisers Only)

Featured HBASE Member Profile

Two Page Question and Answer Article with Photos, Logo & Contact Information

Educational Article

Two to Three Page Non-Advertorial Article with Photos, Logo & Contact Information

Featured REALTOR®

Two to Three Page Advertorial Article with Photos, Personal Photograph, Biography & Company Logo

AD SIZES AVAILABLE

Inside Back Two Pages	2/3 Page
Premium Back Page	1/2 Page
Premium Inside Covers & Page 3	1/3 Page
Premium Inside Page 5 & 7	1/6 Page
Full Page	1/4 Page Neighborhood Navigator Listing & One Two Page Feature

ANNUALS INCLUDE Findhomeideas.com, company page set up, Facebook, Pinterest, Instagram images plus Google Reviews.

**EVENT ISSUES are February, May, September, and October.

ANNUAL SPONSORSHIPS

Main Magazine Cover Sponsor

Logo on front cover & inside full page w/ page referenced

Double-Truck (2 page) Sponsor

Non-Advertorial

Single Page Sponsor

Non-Advertorial

Year in Review Sponsor

Two Page banner showcasing the 12 covers of past year

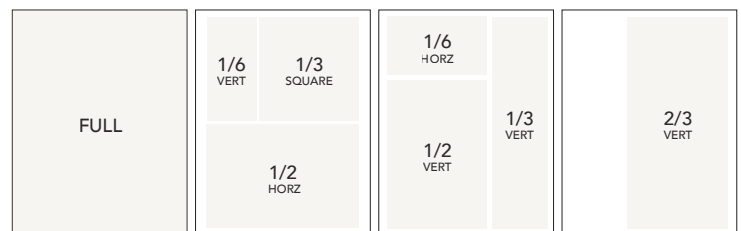
Parade of Homes Congratulations Sponsor

Two Page banner showcasing photos of winning homes

President's Message Sponsor

Third Page ad adjacent to President's Message

Mechanical Requirements



All ads need to be submitted as a 300dpi PDF or EPS file.

Full (allow .5" for trim)	8.75" x 11.25"	1/3 Vertical	2.179" x 9.993"
2/3 Vertical	4.726" x 9.993"	1/3 Square	4.726" x 4.804"
1/2 Vertical	4.726" x 7.408"	1/6 Horizontal	4.726" x 2.211"
1/2 Horizontal	7.25" x 4.804"	1/6 Vertical	2.179" x 4.804"

PARADE BUILDER ADS

Adjacent Quarter Page Ad | Builder has first rights, then affiliates have second rights



Resource Guide

Distributed FREE across the Sioux Empire each year, Home Ideas™ Resource Guide is a great reference tool for anyone planning to build, buy or remodel.

AD SIZES AVAILABLE

Inside Back Two Pages	1/2 Page
Premium Back Page	Additional 1/2 Page Ads
Premium Inside Covers & Page 3	First Listing in Primary Category
Premium Inside Page 5 & 7	Additional Listing (with ad placement)
Full Page	Additional Listing (without ad)
Additional Full Page Ads	

CATEGORY SPONSORSHIPS

Premium placement with logo and contact info on the opening directory page to each category

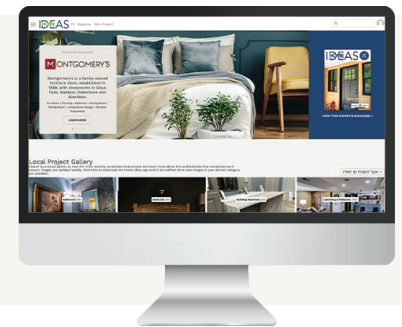


ANNUAL READERS

40,000+ distributed at Hy-Vee, HBASE Events and other select retailers in the Sioux Empire

Findhomeideas.com

A fully integrated database of HBASE members with an online version of the monthly magazine, idea gallery and links to Home Ideas™ television segments.



100% LOCAL

Unlike sites like Angie's List or Houzz, all of our content and businesses are completely local



INCREASE LEADS

Get targeted leads with our BID A PROJECT feature

OPPORTUNITIES

Company Page & Set Up (Annual Advertisers)
Includes images of your products and services on our IDEAS GALLERY, description of your services, links to your company's email, website and contact information, digital map of your location.

Company Page & Set Up (non-annual Advertisers)

Panel Ad (250px x 300px)

RESERVE NOW WHILE SPACE IS AVAILABLE!



Sara Pfaff 605.201.5905 44i

Kevin Culhane 605-661-8509 MICHELS COMMUNICATIONS



Published in cooperation with 44i, Michels Communications Corporation and the Home Builders Association of the Sioux Empire (HBASE).