

From unusual building types, such as barns, warehouses and churches, turned into living spaces, to total revamps of traditional houses, *retrofit home* will inspire you with unique ideas and materials for your next project.

**retrofit home** also will include hot, new residential products, as well as insight about kitchens and baths and residential design.



### ADVERTISING T

### **PRINT RATES\$**

### PRINT SPECS +

### **CIRCULATION**

19,000 architects/design firms 11,000 contractors/ remodelers

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### 1X RATE:

Full page: \$2970.00 1/2 page: \$2090.00 1/3 page: \$1650.00 1/4 page: \$1100.00

### **4X RATE:**

Full page: \$2700.00 1/2 page: \$1900.00 1/3 page: \$1500.00 1/4 page: \$1000.00

All full-page advertisers receive a FREE embedded video in their digital ads to bring your content to life (like this). These videos auto-play in the digital edition and tend to attract a lot of eyes! The video will also be hosted on retrofitTV.com indefinitely and shared via our weekly e-newsletter (28,000 subscribers).

Ads must be submitted in a high resolution (print-quality/300 dpi) PDF format, at 100%, set to CMYK. Remove all spot colors and include .125" bleed with trim marks when necessary

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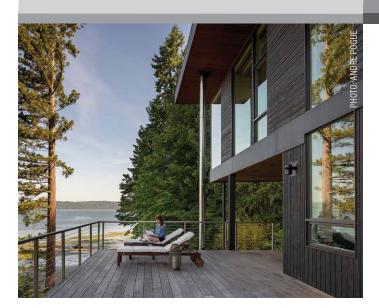
### **FEATURES**

**DesignVibes:** From sustainable kitchens and luxurious baths to using art and color and focusing on wellness at home, this feature will uncover the latest design trends in single-family and multifamily homes.

RoomReveal: Changing just one room in a home can refresh the entire space. This feature will highlight design changes that can completely transform a room. Past issues have covered unique wine storage that complements an existing kitchen, a new entryway that provides better organization and a garage converted into an apartment for much-needed housing in an urban area.



### THE HOMES



**The Homes:** Each issue of *retrofit home* will contain feature stories uncovering the most interesting aspects of unique home renovations. The types of homes we cover include, but are not limited to, the following:

- Mid-century Modern
- Barns converted into houses
- Lake homes
- Cottages
- Church lofts
- Tudor Revival
- Rustic cabins
- Historic homes

\* Know of a building that wasn't constructed to be a house but has been transformed into a unique single-family home? Contact Christina Koch, retrofit's editorial director, at christina@retrofitmagazine.com or (630) 308-4602.

### **2024 CLOSING DATES:**

WINTER, mailing early January 2024
AD CLOSE: Dec. 8, 2023
MATERIALS: Dec. 15, 2023
DESIGN VIBES: Universal Design
BONUS DISTRIBUTION:
International Builders' Show,
International Roofing Expo, JLC
Live, KBIS

SUMMER, mailing early May
AD CLOSE: March 29
MATERIALS: April 5
DESIGN VIBES: Exterior Upgrades
and Outdoor Spaces
BONUS DISTRIBUTION: AIA

FALL, mailing early September AD CLOSE: Aug. 2 MATERIALS: Aug. 9 DESIGN VIBES: Winterizing



### DIGITAL MEDIA — rates and specs

### **DIGITAL MEDIA**

### **E-NEWSLETTER BANNER**

Your 300x250 banner sent weekly to 28,000 digital subscribers. \$1,500 for four weeks

### **RETROFITMAGAZINE.COM**

BANNER AD (300x250): \$1,500 per month LEADERBOARD (600x90): \$1,750 per month





### VIDEO E-BLAST: \$2,750

Help our audience understand how your product could work for them via this custom e-newsletter. This promotion includes publicity in the weekly e-newsletter, which reaches 28,000 digital subscribers. Your video also is housed on retrofitTV.com for one year.

THIRD-PARTY E-BLAST: \$2,750

#### **HOT PRODUCTS E-BLAST:**

Stand out among the crowd of new products retrofit posts on its website each month. For \$1,000, we'll showcase the product of your choice in this monthly e-newsletter sent to our 28,000 digital subscribers. We only include six products MAX, so your product will be noticed.



**SPONSORED CONTENT:** Do you have a white paper or unbiased research article our readers would be interested in? We will post it on our website as Sponsored Content for just \$2,950 for two months. We'll use social media and Google keywords to driver readers to this content. In addition, we will send the content to our digital subscribers via custom newsletter.

**NATIVE CONTENT:** Work with our editorial team on a topic that will educate our readers about your business. *retrofit*'s team of writers will write the article in-house and disseminate it via custom e-newsletter to our digital subscribers once approved. This opportunity includes housing of your native content on our website for one year, mention of the article in the print edition with unique URL and a sticky ad that moves down the page with the reader as he/she reads the content online. \$4,500



page print ad in an issue of *retrofit home*, you can gain bonus exposure by adding a Digital Edition Sponsorship for an additional \$2,500! This digital sponsorship includes a color, linked logo in the digital edition of the magazine along with your full-page ad, which appears to the left of the cover in our digital edition. The digital edition is sent as a standalone email to 28,000 contacts—the same contact list used for our e-newsletter. In addition, with

the Digital Edition Sponsorship, you are entitled to an embedded video that will appear on your full-page digital edition ad!

## www.retrofit magazine.com



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#### **DIGITAL SPECS**

- Provide a linking URL.
- We accept ads in GIF, JPG, PNG and animated GIF. (If providing an animated GIF for newsletter, ensure the first screen contains the most important information.)
- All art should be at 72 dpi resolution and RGB color.
- Max file size is 40k.
- Ads should not be transparent.
- Ads with a white background should have a 1 pixel border around them.