






The magazine that covers truly unique single-family and multifamily renovations.



View the complete archive of *retrofit home* issues at retrofitmagazine.com/archives.

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 	PRINT RATES 	PRINT SPECS 
<p>CIRCULATION 19,000 architects/design firms 11,000 contractors/remodelers</p> <hr/> <p>CONTACT THE SALES TEAM for pricing and more detailed information about retrofit home:</p> <p>John Riester john@retrofitmagazine.com (919) 641-6321</p> <p>Barrett Hahn barrett.hahn@gmail.com (919) 593-5318</p> <p>Beth Emerich beth@retrofitmagazine.com (781) 710-4745</p> <p>Mike Gilbert treblig2023@gmail.com (847) 867-9615</p>	<p>1X RATE: Full page: \$2970.00 1/2 page: \$2090.00 1/3 page: \$1650.00 1/4 page: \$1100.00</p> <p>4X RATE: Full page: \$2700.00 1/2 page: \$1900.00 1/3 page: \$1500.00 1/4 page: \$1000.00</p> <p>All full-page advertisers receive a FREE embedded video in their digital ads to bring their 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 monthly e-newsletter (28,000 subscribers).</p>	<p>Ads must be submitted in a high-resolution (print-quality/ 300 dpi) PDF format, at 100%, set to CMYK.</p> <p>Remove all spot colors.</p> <p>Include .125" bleed.</p> <p>Crop and registration marks can be omitted.</p> <p>Allow minimum .25" margin for live area.</p> <p>TWO-PAGE SPREAD 16.5 x 10.5 (trimmed page size) 16.75 x 10.75 (with bleed)</p> <p>FULL PAGE 8.25 x 10.5 (trimmed page size) 8.5 x 10.75 (with bleed)</p> <p>HALF PAGE (VERTICAL) 3.5 x 9.5</p> <p>HALF PAGE (HORIZONTAL) 7.25 x 4.6375</p> <p>HALF PAGE (ISLAND) 4.75 x 7.375</p> <p>ONE-THIRD PAGE (VERTICAL) 2.25 x 9.5</p> <p>ONE-THIRD PAGE (SQUARE) 4.75 x 5</p> <p>QUARTER PAGE 3.5 x 4.6375</p>
<p>Because of economic factors, design trends and home technology upgrades, 62 percent of American homeowners completed home renovations or remodeling in 2024, up from 48 percent in 2023.</p> <p>Source: CivicScience.com</p>		



www.retrofithomemagazine.com

Stay up to date on the **retrofit home** market by signing up for e-newsletters and visiting www.retrofithome.com regularly. You'll find online exclusives, blogs, projects, additional products and more.

FEATURES

Design Vibes: 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.

Room Reveal: 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
- Victorians
- Barns converted into houses
- Bungalows
- Lake homes
- Ranches
- Multifamily

** 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.*

2025 CLOSING DATES:

WINTER

Mailing early January 2025

AD CLOSE: Nov. 29, 2024

MATERIALS: Dec. 6, 2024

DESIGN VIBES:

Universal Design

BONUS DISTRIBUTION:

International Builders' Show,

International Roofing Expo,
JLC Live

Buy a full-page ad and we'll showcase your product free in our Hot Product e-blast before IBS! (Deploys to 28,000+ subscribers.)

SUMMER

Mailing early May

AD CLOSE: April 4

MATERIALS: April 11

DESIGN VIBES:

Exterior Upgrades

BONUS DISTRIBUTION: AIA

FALL

Mailing early September

AD CLOSE: Aug. 1

MATERIALS: Aug. 8

DESIGN VIBES: Winterizing

E-NEWSLETTER BANNER: \$1,500 per month
Your 300x250 banner sent monthly to 28,000 digital subscribers.

RETROFITHOMEMAGAZINE.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

THE RETROFIT PODCAST: \$5,950
We'll come up with a topic/angle together and you'll work with our team, who will conduct the interview, edit the podcast and share the content with you for approval. This sponsorship opportunity includes announcement in the print editions (*retrofit* and *retrofit home*), if applicable to both magazines' readership; embedment of a podcast video that auto-plays in both digital editions; third-party e-blast to our 28,000 digital subscribers; placement of the podcast on both magazines' websites; and social media sharing.



SPONSORED CONTENT: \$2,950
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: \$4,500
Work with our editorial team on a topic that will educate our readers about your business. *retrofit home'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.



DIGITAL EDITION SPONSORSHIP: \$2,500
When you run a full-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 on the digital edition of the magazine. The digital edition is sent as a standalone email to 28,000 contacts—the same contact list used for our e-newsletter.

retrofitTV

Don't Miss Your Opportunity to Join the Video Culture and Get in Front of Retrofit Decision-Makers

retrofit will post your video:

- New Products/ Product Demos
- CEUs
- Trade-show Announcement
- Project Walk-throughs
- Installation Guidance
- Advice/Opinions

Your video on retrofitTV is promoted in a 300x250 video screen on our weekly e-newsletter, which reaches 28,000 email names.

89 million people in the U.S. are going to watch 1.2 billion videos today.

92 percent of mobile video viewers share videos with others.

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.