

HOMEPROS

2024 DETROIT
M E D I A K I T





Lead Generation Experts With a Reputation of Over 40 Years

What We Do...

HomePros Guide is a home improvement/service magazine, fully dedicated to your industry, that has built a strong and trusted reputation over more than 40 years in business. Our hand-selected homeowners are the top 20% of the most desired single family dwelling homes and neighborhoods. With audited and verified proof of mailing, we distribute "by rooftop", not saturation mailing, to target the perfect audience based on home values, income, age of home, and credit rating.

When it comes to advertising your business, there are many routes. Not only can we support your marketing initiatives via print, we can also provide a fully customizable digital campaign focused on targeting your ideal audience.

At HomePros Guide, we are proud to partner with Metro Detroit's most reputable home improvement contractors, service providers and home lifestyle companies with an 85% retention rate year over year! Let us help you too! With our repetition, timing, and audience, our readers have come to us when they need home repairs or improvements. They turn to us. They'll turn to you.



In addition, we've partnered with WJR and The Inside Outside Guys to drive listeners to our online directory and magazine!

Contact a HomePros Guide multi-media marketing specialist today to learn more about how your brand can connect with your perfect audience.

90% of our advertisers are able to cover the price of the ad with one or two jobs.

Analyze Your Results & Make More Money

Account for All Leads with Call Tracking from HomePros Guide



- ✓ Real Time Reporting and Call History
- ✓ Listen to Every Call You Receive
- ✓ Monitor Your Calls & Increase Your Sales



Audited & Verified Proof of Mailing

Women account for 80% of the purchasing decisions in pretty much every industry, including home building and renovating.

* <https://www.realhomes.com/features/how-to-deal-with-contractors-as-a-woman>

\$422k

Average Home Value

49

Years Average Age of Home

57

Years Average Age of Homeowner



Inserts



Postcards



Advertorials

Over 25 Digital Offerings Including:

118%

Marketing campaigns that used direct mail & one or more digital media experience a 118% lift in response rate.

*<https://www.merkle.com>



Email Marketing



TV / OTT Streaming



Audio Streaming



Website Creation



SEM / PPC



Addressable Geofencing



Social Media



Reporting / Analytics

Home Improvement Directory

HOMEPROS GUIDE CERTIFIED PROS ARE:

- ✓ **LICENSED** - for services that require a license
- ✓ **BONDED** - when needed
- ✓ **INSURED** - workers' comp & company liability



FIND YOUR NEXT CUSTOMERS

Join the hundreds of qualified home improvement contractors and service providers who rely on HomePros Guide to help keep their schedules full. There's a whole world of Metro Detroit homeowners just thinking about their next project. Join our esteemed group of qualified home improvement contractors and service providers.



CONSUMER LEAD TOOL:

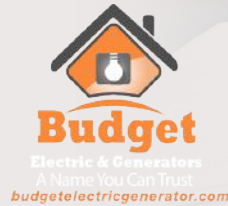
GET ESTIMATE



New customers drive business. HomePros Guide delivers lead generation to help you grow. Consumers seek HomePros Guide for their home project needs and we will match them with 3 of our certified partners based on location, type of project, and send them directly to you!

85%

Customer Retention Year After Year



25 YEARS



12 YEARS



12 YEARS



30 YEARS



10 YEARS



13 YEARS



25 YEARS



15 YEARS



13 YEARS



25 YEARS



15 YEARS



20 YEARS



17 YEARS

CALL US TODAY FOR A CUSTOMIZED MARKETING CAMPAIGN

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