

HOMEPROS THE GUIDE

The Home Improvement Magazine • www.HomeProsGuide.com

2024 MEDIA KIT



When it comes to advertising your business there are many routes.

As a successful entrepreneur your job is to figure out which ones have the best R.O.I. At HomePros Guide, we have an affiliation with some of the Twin Cities' finest and most reputable home improvement contractors and service providers. Over the years, our readers have come to us when they need home repairs or improvements.

They turn to us. They'll turn to you.

HomePros Guide has built a strong and trusted reputation over more than a decade. Our hand-picked, high-end homeowners are just the type of people you need to help you build your business and your brand. Advertise with us and let us help you grow your business.

For advertisers, HomePros Guide has no rival. Below are resources for you to connect with our readers in order to learn more about how your brand can connect with our affluent audience.



HOME
IMPROVEMENT
MAGAZINE



HOMEPROS
DIRECTORY



DIRECT MAIL
ADVERTISING



DIGITAL
ADVERTISING



HOMEPROS GUIDE MAGAZINE

HomePros Guide is an easy-to-read, bi-monthly publication that lends itself to being the perfect reference tool that our homeowners will consult regularly throughout the year.

If you are a contractor looking to reach more than 560,000 high-end homeowners in the Twin Cities area with disposable income - then HomePros Guide is your perfect advertising tool. HomePros Guide is a quality, high gloss magazine full of information and services homeowners love, which attributes to its long shelf life. HomePros Guide fills an important and untapped need in this vibrant and growing Metropolitan area.

Is print still relevant? Since we started the magazine in 2005 the Internet has not lessened our reach and effect. Why? Because our homeowners like to feel the magazine, look at the photos, envision their next project then call our contractors and service providers. Let us be your choice.

West 70K	Northwest 70K South	Northeast 70K	East 70K
Central West 70K	Southwest 70K	South 70K	Southeast 70K

• Most of Our Advertisers Sign A Minimum of 2 Zones

The More Houses You Reach, The Better The Results \$\$\$

• 90% of our advertisers are able to cover the price of the ad with 1 or 2 jobs



VALUE - ADDED SERVICES

HomePros Guide offers its customers an array of value - added services. In addition to your print ad in the magazine, your ad will also appear online at our website. www.HomeProsGuide.com We will link your listing to your website and to your email at no additional cost.

Don't have an ad designed?
Want a new ad?

HomePros Guide's design team will create the message and ad you want and work with you in designing an attractive ad at no additional cost.

HomePros Guide's "Call Tracking Service" allows you to track every call you receive, so you can see how effective your advertising in the HomePros Guide is.

**Call us Today
to see how this
effective program
works and how it can
work for you!!**



Home Improvement Directory

It's all about your reach. Are you looking for a fast and cost effective way to reach more prospects and then turn those prospects into customers? HomePros Guide's vast and affluent audience are looking each month for qualified and trustworthy home improvement contractors and service providers.

At HomePros Guide we allow our community contractors and service providers to set up a free profile. Reach our online audience by filling out our quick Contractors and Service Providers Application. There is no better way to introduce your unique services to future customers.

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 Twin Cities homeowners just thinking about their next project. Join our esteemed group of qualified home improvement contractors and service providers.

EXPRESS YOURSELF

Go ahead, bring out your best photos from your most unique jobs. Show them how you think. How you design. And how you can make their home a unique place they can be proud of.

SHOW YOUR PERSONALITY

No one does your work quite like you. Dazzle them with your designs. Impress them with your customer service. Surprise them with your punctuality. Go ahead - make that connection.



Introduce your brand and watch the magic happen!
What are you waiting for? It's 100% free and we guarantee you'll be glad you did.

When you advertise in our magazine you get the
ULTIMATE PROFILE PACKAGE included!

HomePros Guide Postcards & Inserts

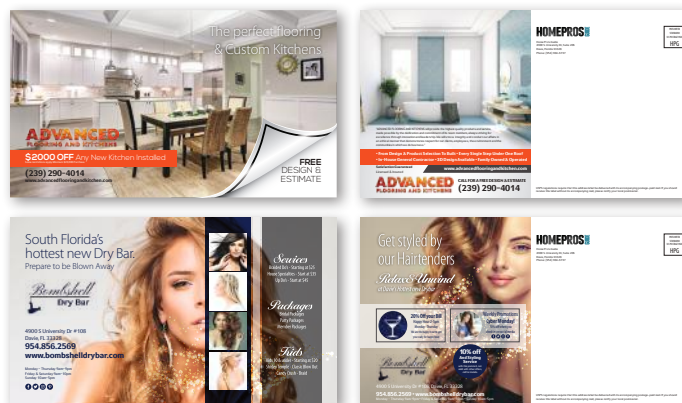
You pick the zone that best meets the demographic needs of your business.

At HomePros Guide Magazine, we specialize in delivering to high-value, single-family homes. We also have the opportunity to deliver an insert or mail a separate postcard. The good part is, all expenses are included: layout, design, graphics, mailing list, postage, delivery of the finished cards to the post office, plus call tracking.

- Choose Zip Code
- Self-Addressed
- Double-Sided
- High Quality, Full Color & Bleed
- Delivered Only to High-Value, Single-Family Homes
- Not EDDM
- Custom Design, Mailing List, Tracking System

POSTCARDS (5" x 9")

Only One Postcard is Available per Address.



INSERT PRODUCTS

INSERT CARD (VERTICAL) (5.5" x 11.5")

INSERT FLYER (8.5" X 10.5")

INSERT CARD (HORIZONTAL) (8.5" X 5.25")



Only Three Inserts are Available per Address.

Call Now to Reserve Your Target Area.



The HomePros Guide Reader

\$526k

Average
Home Value

44

Years Average
Age of Home

56

Years Average
Age of
Homeowner

- ✓ Single Family Homes Only
- ✓ Owner Occupied

Why choose us?



Cover All Angles Print • Mobile • Digital



Work Less, Make More

We are targeting high value homes so you can maximize your profit.



85% Returning Clients

Most of our clients keep renewing their ad because of their success from advertising with us.



Home Improvement Only!

We are focused on your target market. No restaurant, doctors etc. so we can put all our effort to attract leads for your industry.



Internet Visibility

We are using an S.E.O. company to promote our website.



It's a Numbers Game

The more home owners see your ad the better the results. We print 560,000 copies bi-monthly all sent by direct mail.



Repetition Matters

HomePros Guide mails to the same home owners every other month so your business becomes familiar and receives more exposure.



Easy Access

Anyone can easily search by category with any smart phone or any device.



Know Where Your Money Is Going

We have a unique tracking system that can show exactly where and when the call comes from and record it, so you can analyze your results.



Look BIG

Even if you are a small guy working from your truck, our sophisticated ad design will make your business look big and successful.



Complimentary Design

No artwork? No pictures? NO PROBLEM! Our own professional design team will create one for you.

Analyze Your Results & **Make More Money**

ACCOUNT FOR ALL LEADS

With a Call Tracking Service from HomePros Guide



- ✓ **Real Time Reporting And Call History**
- ✓ **Listen To Every Call You Receive**
- ✓ **Increase Your Sales By Monitoring Your Calls**

INSTRUCTIONS

- Go to CallSource.com
- Click on "Login" - "Reporting"
- Enter User Name and Password

Why Print Advertising is Very Much Alive

Print is Engaging

Print is so effective at reaching audiences because when interacting with print people are relaxed and fully engaged. Add to this the fact that print offers frequent exposure, repeat impressions, pass-along readership, and message permanence. When we hold a magazine in our hands, we tend to pay full attention to the content inside.

Print Exposure Has No Time Limit

Unlike television or radio where advertising time is scheduled, prospects have potential exposure to print ads at virtually any time. A magazine left on a coffee table can be viewed repeatedly and at the reader's discretion. The reader also has the opportunity to study the ad at her leisure and isn't limited to 30 or 60 seconds.

Print Publications are Viewed as Credible

Print has always been seen as a credible and trustworthy channel by consumers. In fact, one study found that newspaper were still a highly trusted news source. And, surprising, it is not only the 40+ crowd who flocks to newspapers. The study found that 44% of young adults trust print media, roughly the same percentage as adults of all ages. By leveraging this trust, marketers can connect with consumers when they are in a highly receptive mood.

Loyal Leadership

Print media sources tend to have longstanding, loyal leadership. People may read their hometown newspaper daily and may also subscribe to specific magazines for long periods of time. This frequent readership helps reinforce the advertiser's message or even develops an ongoing campaign that may cover multiple issues. Advertising in publications that have been around for many years can also lend credibility to the advertiser.

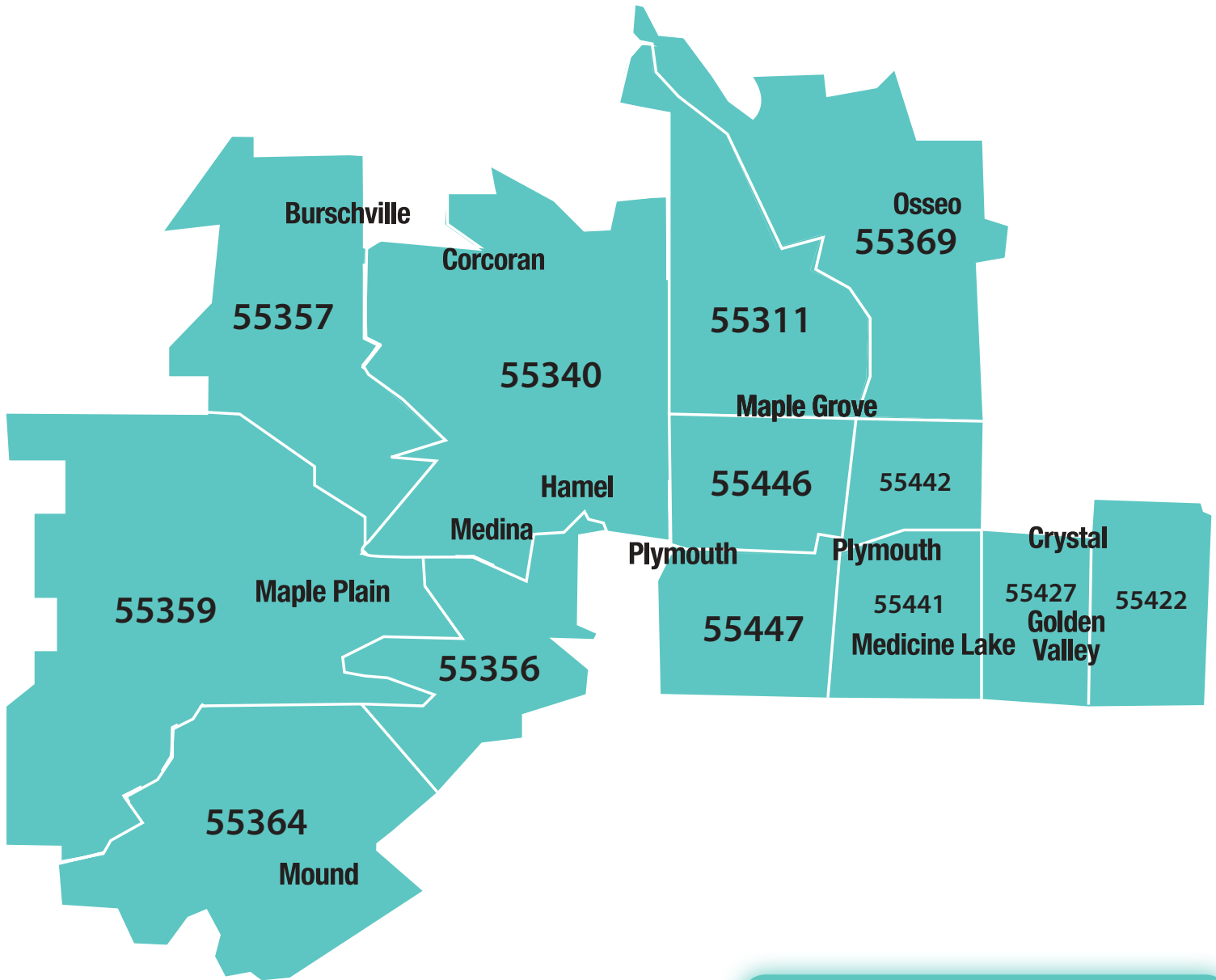
Print Causes People to Stop and Think

The web is full of information, and throughout the day most of us surf it in order to find answers, read products reviews, or locate a local merchant who has a service we need. But print is a channel that actually makes people stop and think. When we engage on such an intellectual level, we become much more receptive to the information in front of us, including the ads.



WEST

70,000 HOMES



WEST
55311
55340
55356
55357
55359
55364
55369
55422
55427
55441
55442
55446
55447

HOMEPROS[®] GUIDE

AVERAGE HOME VALUE: \$545,502

AVERAGE AGE OF HOME: 41 YEARS

AVERAGE AGE OF OWNER: 56 YEARS

CREDIT SCORE: 750-799

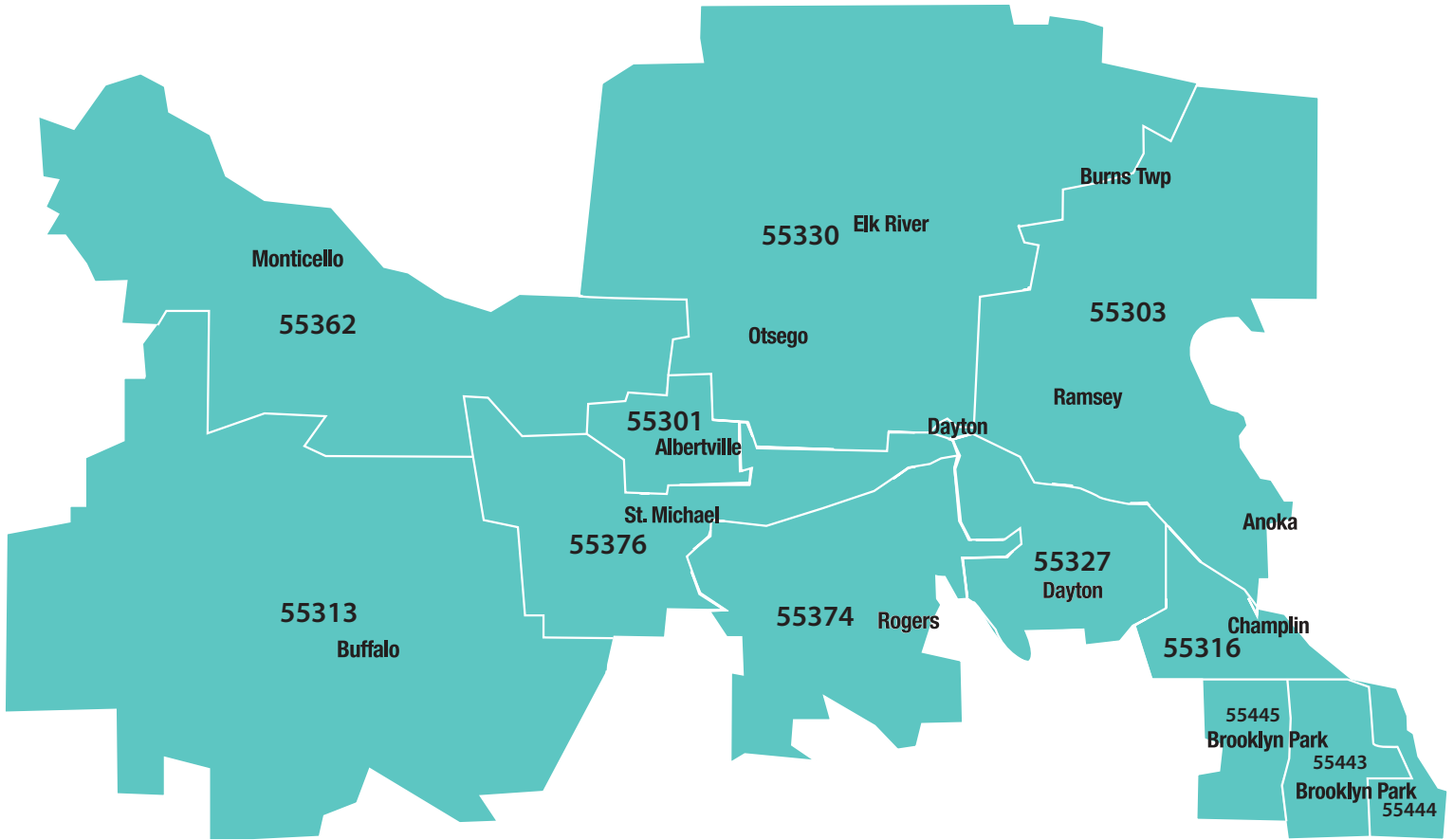
**SINGLE FAMILY HOMES ONLY –
NO APARTMENTS AND
NO MULTI-FAMILY DWELLINGS!**

EDITION	2024	EST. IN-HOME
SPRING	Drop 1	April 6
	Drop 2	April 27
	Drop 3	May 18
SUMMER	Drop 1	June 15
	Drop 2	July 13
LATE SUMMER	Drop 1	August 3
	Drop 2	August 31
FALL	Drop 1	September 28
	Drop 2	October 19
2025 ANNUAL DIRECTORY		
We anticipate the mailing will be delivered on the scheduled in-home dates but cannot guarantee delivery dates.		



NORTHWEST

70,000 HOMES



NORTHWEST

55301

55303

55313

55316

55327

55330

55362

55374

55376

55443

55444

55445

HOMEPROS[®] GUIDE

AVERAGE HOME VALUE: \$430,631

AVERAGE AGE OF HOME: 31 YEARS

AVERAGE AGE OF OWNER: 54 YEARS

CREDIT SCORE: 750-799

**SINGLE FAMILY HOMES ONLY –
NO APARTMENTS AND
NO MULTI-FAMILY DWELLINGS!**

EDITION

2024

EST. IN-HOME

SPRING

Drop 1 April 6
Drop 2 April 27
Drop 3 May 18

SUMMER

Drop 1 June 15
Drop 2 July 13

LATE SUMMER

Drop 1 August 3
Drop 2 August 31

FALL

Drop 1 September 28
Drop 2 October 19

2025 ANNUAL DIRECTORY

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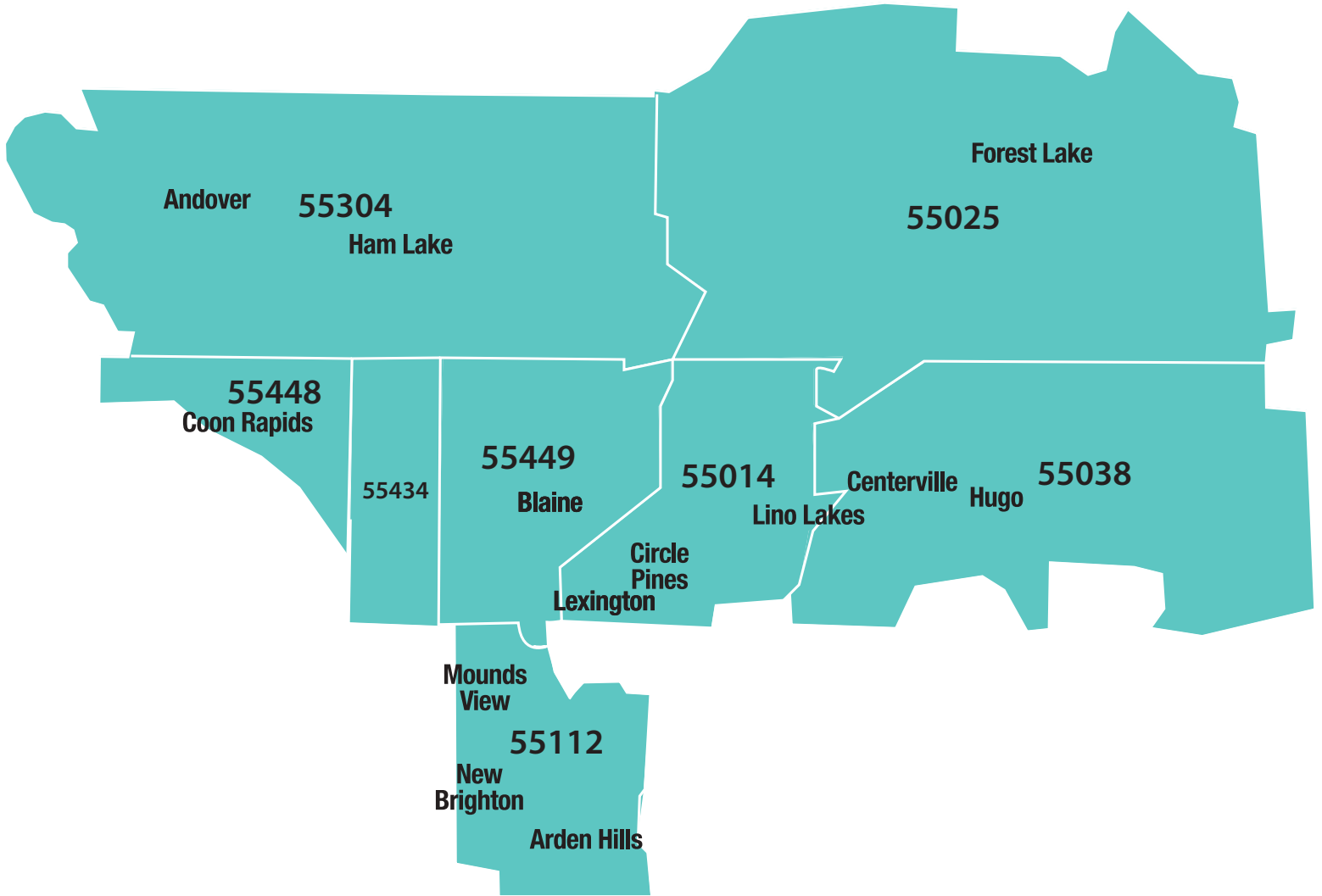


**CERTIFIED
MAILING
VERIFICATION**

Audited & Verified Proof of Mailing

NORTHEAST

70,000 HOMES



HOMEPROS GUIDE

NORTHEAST

55014

55025

55038

55112

55304

55434

55448

55449

AVERAGE HOME VALUE: \$442,552

AVERAGE AGE OF HOME: 36 YEARS

AVERAGE AGE OF OWNER: 55 YEARS

CREDIT SCORE: 750-799

**SINGLE FAMILY HOMES ONLY –
NO APARTMENTS AND
NO MULTI-FAMILY DWELLINGS!**

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	Drop 3	May 18
SUMMER	Drop 1	June 15
	Drop 2	July 13
LATE SUMMER	Drop 1	August 3
	Drop 2	August 31
FALL	Drop 1	September 28
	Drop 2	October 19

2025 ANNUAL DIRECTORY

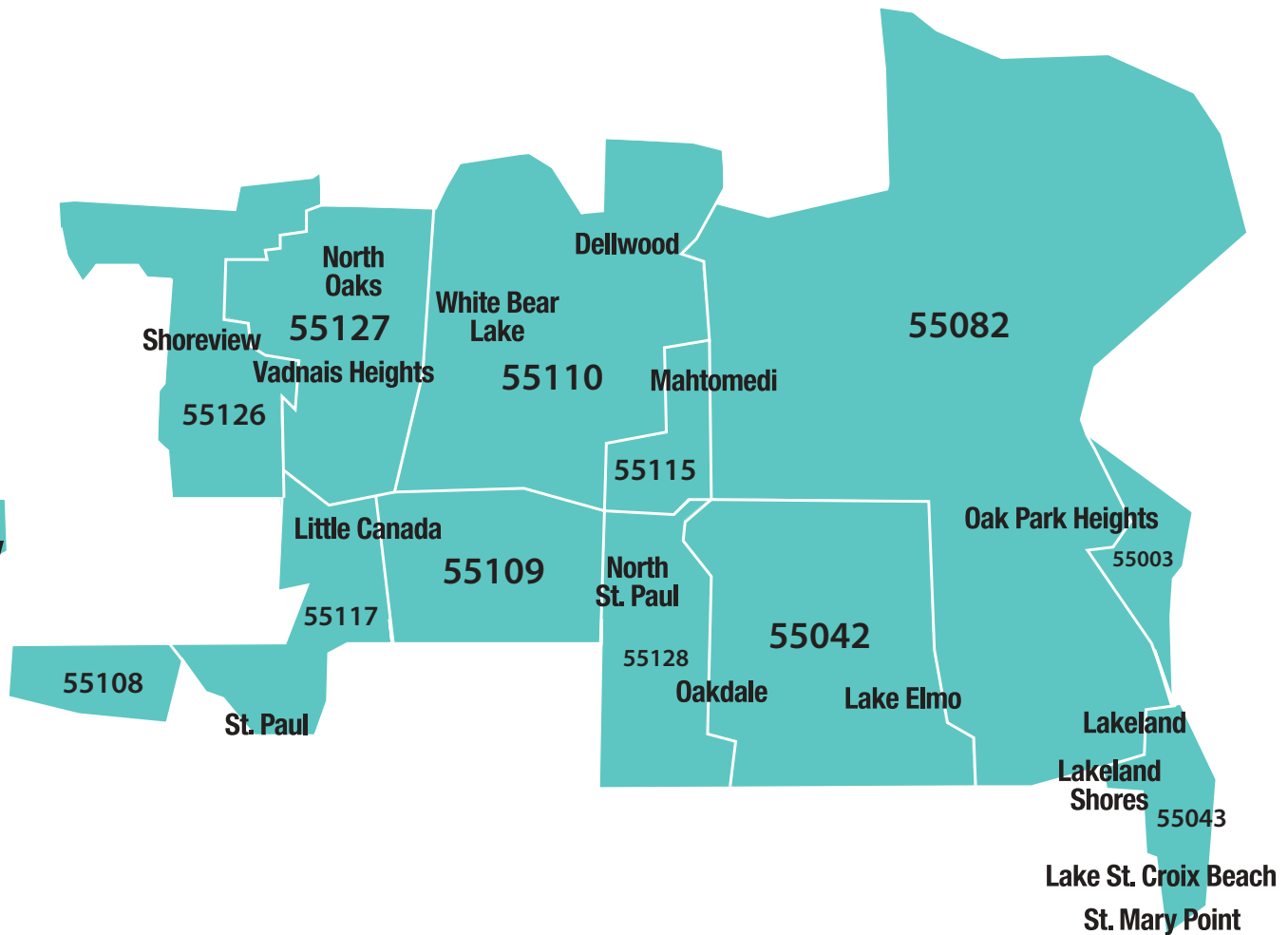
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Audited & Verified Proof of Mailing

EAST

70,000 HOMES



EAST
55003
55042
55043
55082
55108
55109
55110
55115
55117
55126
55127
55128
55418

HOMEPROS GUIDE

AVERAGE HOME VALUE: \$463,152

AVERAGE AGE OF HOME: 52 YEARS

AVERAGE AGE OF OWNER: 57 YEARS

CREDIT SCORE: 750-799

**SINGLE FAMILY HOMES ONLY –
NO APARTMENTS AND
NO MULTI-FAMILY DWELLINGS!**

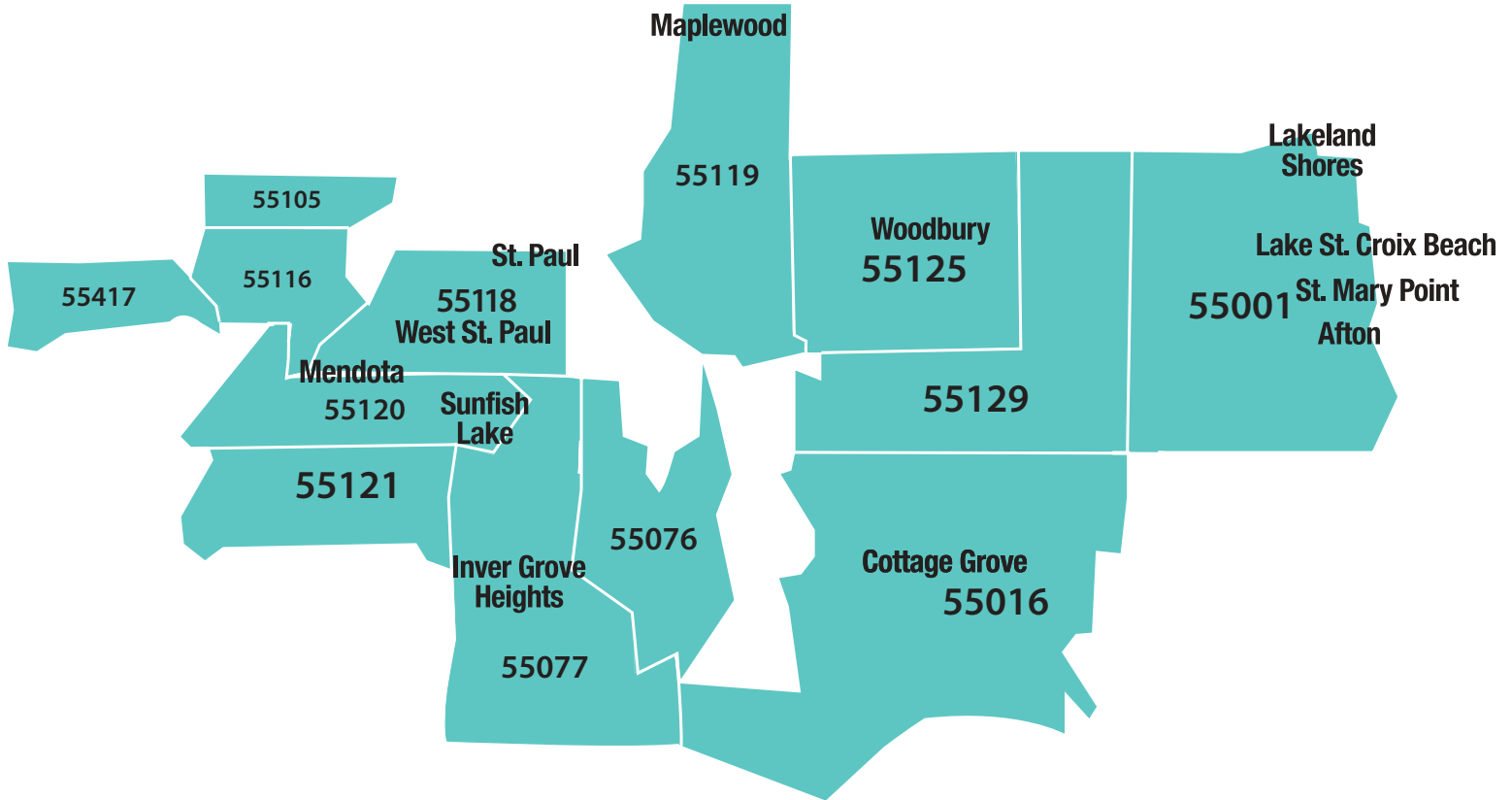
EDITION	2024	EST. IN-HOME
SPRING	Drop 1	April 6
	Drop 2	April 27
	Drop 3	May 18
SUMMER	Drop 1	June 15
	Drop 2	July 13
LATE SUMMER	Drop 1	August 3
	Drop 2	August 31
FALL	Drop 1	September 28
	Drop 2	October 19
2025 ANNUAL DIRECTORY		
We anticipate the mailing will be delivered on the scheduled in-home dates but cannot guarantee delivery dates.		



Audited & Verified Proof of Mailing

SOUTHEAST

70,000 HOMES



SOUTHEAST

55001

55016

55076

55077

55105

55116

55118

55119

55120

55121

55125

55129

55417

HOMEPROS[®] GUIDE

AVERAGE HOME VALUE: \$463,259

AVERAGE AGE OF HOME: 48 YEARS

AVERAGE AGE OF OWNER: 55 YEARS

CREDIT SCORE: 750-799

**SINGLE FAMILY HOMES ONLY –
NO APARTMENTS AND
NO MULTI-FAMILY DWELLINGS!**

EDITION

2024

EST. IN-HOME

SPRING

Drop 1
Drop 2
Drop 3

April 6
April 27
May 18

SUMMER

Drop 1
Drop 2

June 15
July 13

LATE SUMMER

Drop 1
Drop 2

August 3
August 31

FALL

Drop 1
Drop 2

September 28
October 19

2025 ANNUAL DIRECTORY

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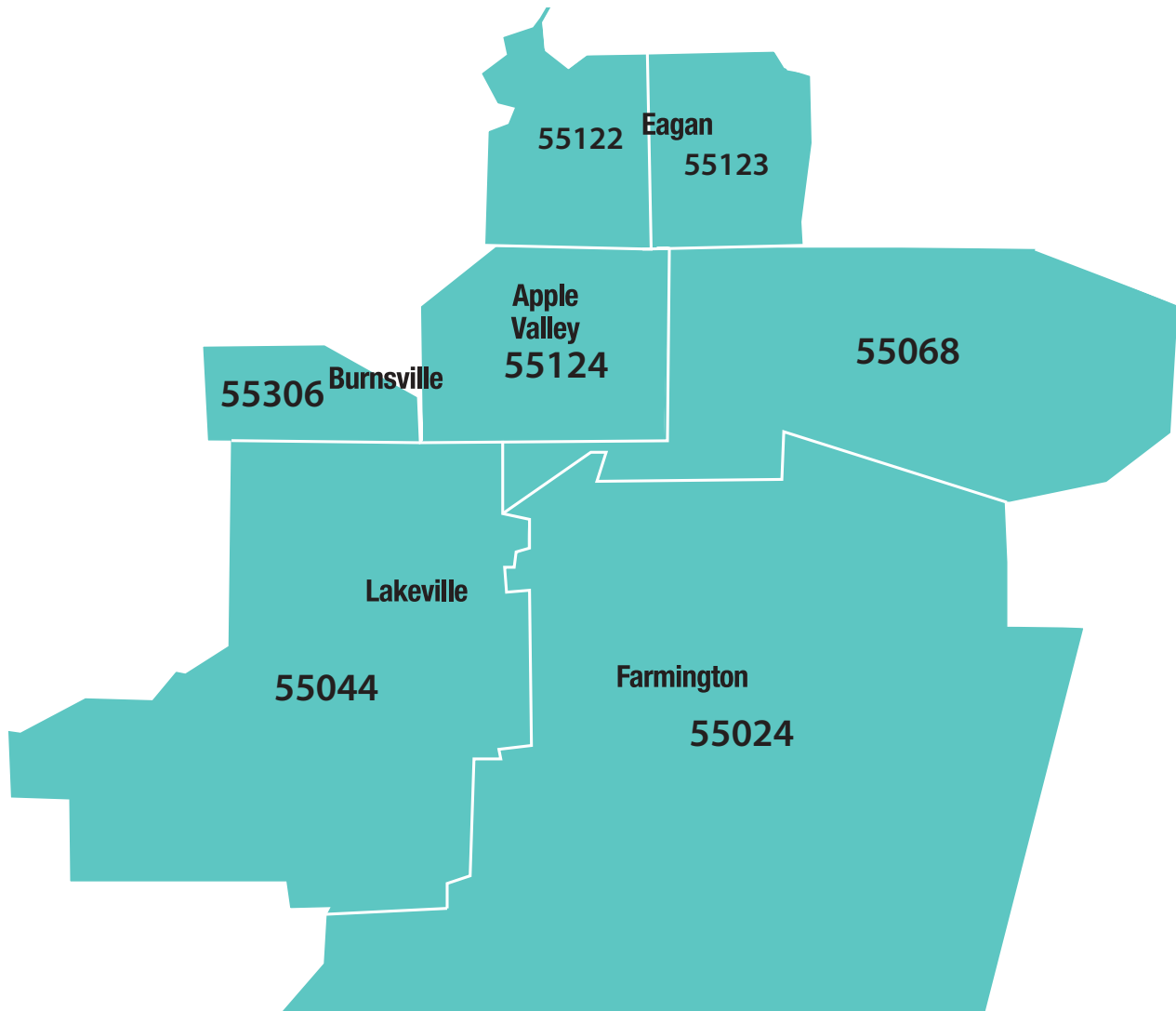


**CERTIFIED
MAILING
VERIFICATION**

Audited & Verified Proof of Mailing

SOUTH

70,000 HOMES



HOMEPROS[®] GUIDE

AVERAGE HOME VALUE: \$470,817

AVERAGE AGE OF HOME: 32 YEARS

AVERAGE AGE OF OWNER: 55 YEARS

CREDIT SCORE: 750-799

**SINGLE FAMILY HOMES ONLY –
NO APARTMENTS AND
NO MULTI-FAMILY DWELLINGS!**

SOUTH

55024

55044

55068

55122

55123

55124

55306

EDITION 2024 EST. IN-HOME

SPRING	Drop 1	April 6
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SUMMER	Drop 1	June 15
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LATE SUMMER	Drop 1	August 3
	Drop 2	August 31
FALL	Drop 1	September 28
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2025 ANNUAL DIRECTORY

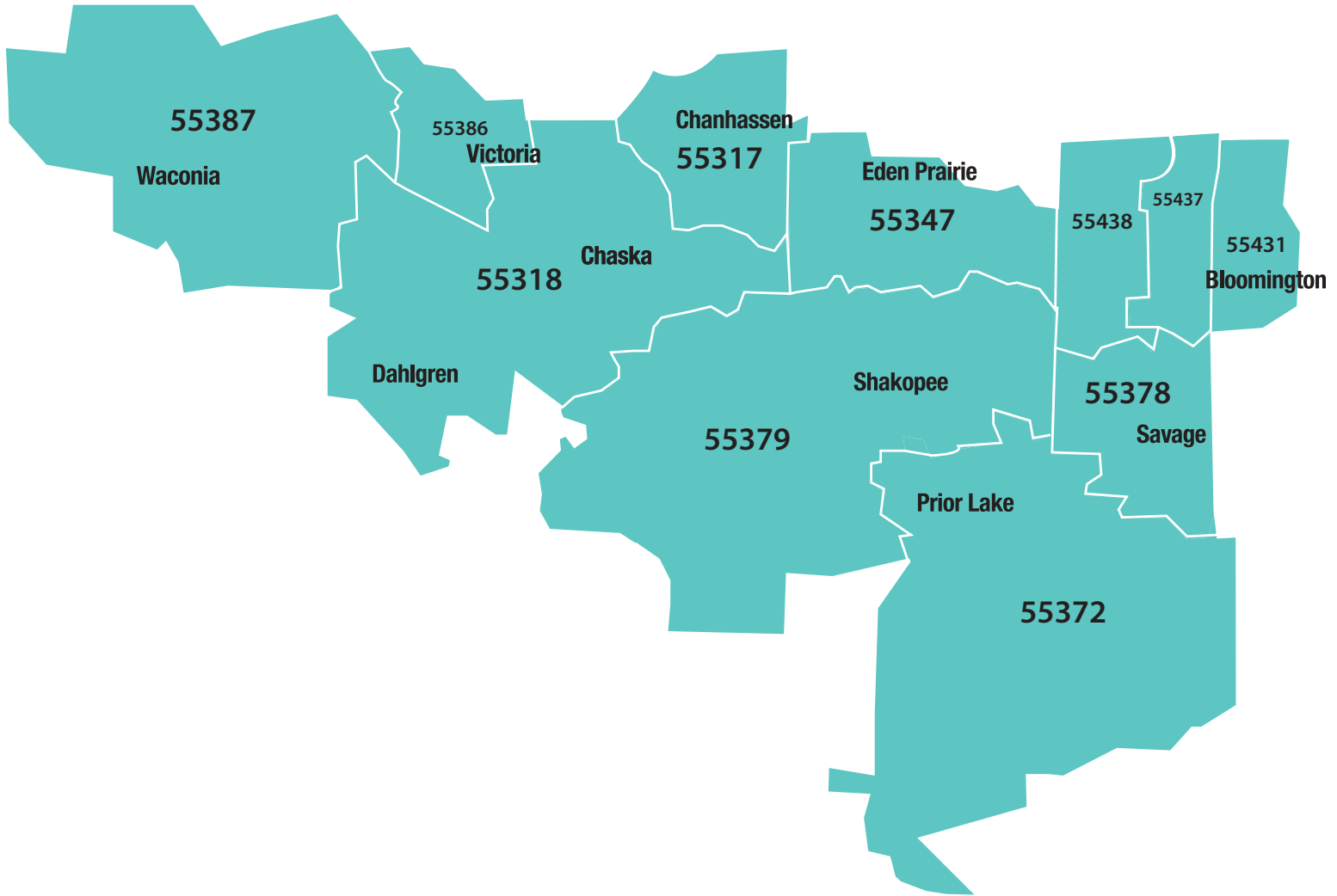
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Audited & Verified Proof of Mailing

SOUTHWEST

70,000 HOMES



SOUTHWEST

55317

55318

55347

55372

55378

55379

55386

55387

55431

55437

55438

HOMEPROS GUIDE

AVERAGE HOME VALUE: \$557,698

AVERAGE AGE OF HOME: 34 YEARS

AVERAGE AGE OF OWNER: 55 YEARS

CREDIT SCORE: 750-799

**SINGLE FAMILY HOMES ONLY –
NO APARTMENTS AND
NO MULTI-FAMILY DWELLINGS!**

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FALL

Drop 1 September 28
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2025 ANNUAL DIRECTORY

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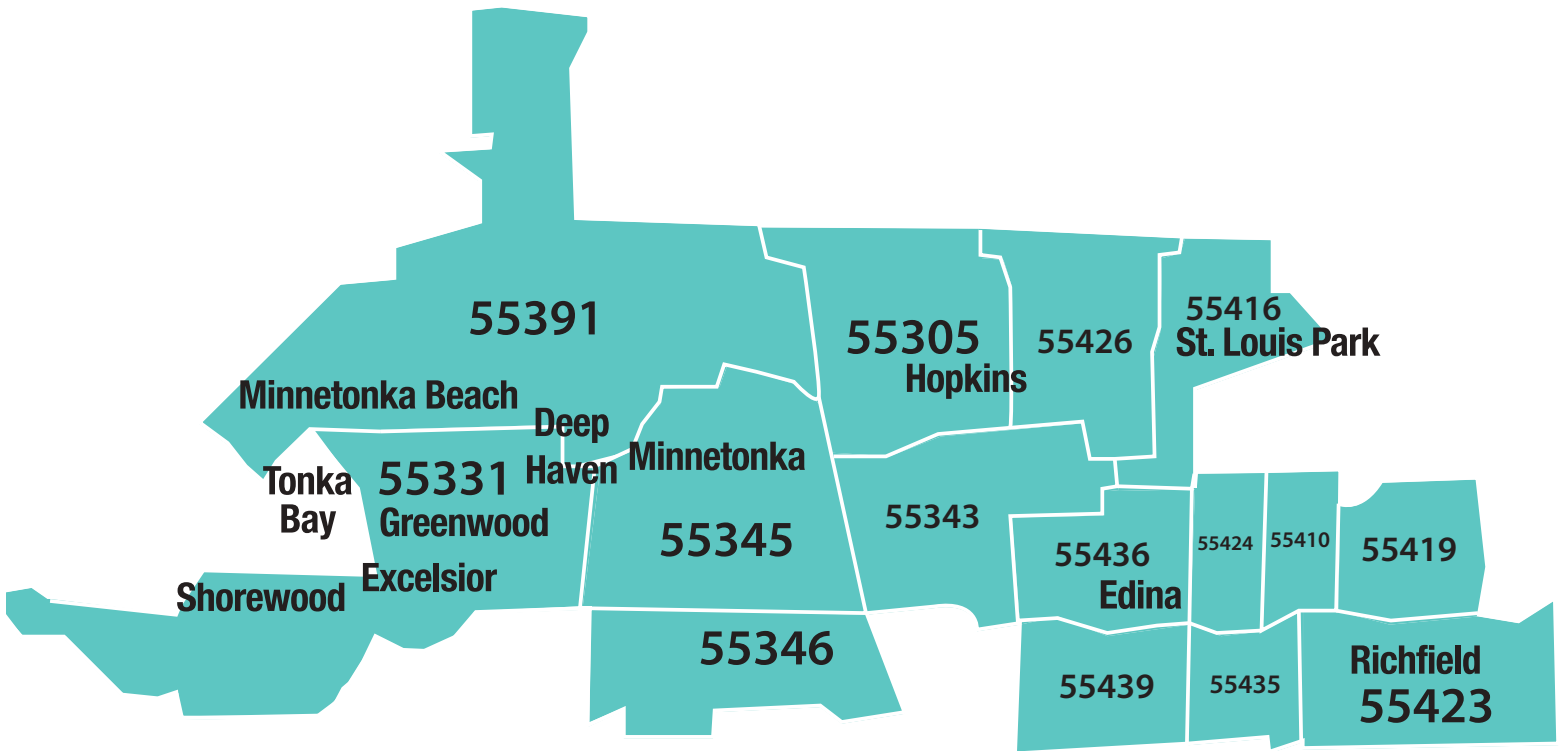


**CERTIFIED
MAILING
VERIFICATION**

Audited & Verified Proof of Mailing

CENTRAL WEST

70,000 HOMES



CENTRAL WEST

55305

55331

55343

55345

55346

55391

55410

55416

55419

55423

55424

55426

55435

55436

55439

HOMEPROS[®] GUIDE

AVERAGE HOME VALUE: \$658,870

AVERAGE AGE OF HOME: 61 YEARS

AVERAGE AGE OF OWNER: 56 YEARS

CREDIT SCORE: 750-799

**SINGLE FAMILY HOMES ONLY –
NO APARTMENTS AND
NO MULTI-FAMILY DWELLINGS!**

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SPRING	Drop 1	April 6
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	Drop 2	July 13
LATE SUMMER	Drop 1	August 3
	Drop 2	August 31
FALL	Drop 1	September 28
	Drop 2	October 19

2025 ANNUAL DIRECTORY

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Audited & Verified Proof of Mailing

Targeted Audience of High End Homeowners

TWIN CITIES 560,000 HOMES

Single Family Homes Only – NO Apartments & NO Multi-Family Dwellings!

NORTHWEST

70,000 HOMES

AVG HOME VALUE: \$430,631

AVG AGE OF HOME: 31 YEARS

NORTHEAST

70,000 HOMES

AVG HOME VALUE: \$442,552

AVG AGE OF HOME: 36 YEARS

EAST

70,000 HOMES

AVG HOME VALUE: \$463,152

AVG AGE OF HOME: 52 YEARS

WEST

70,000 HOMES

AVG HOME VALUE: \$545,502

AVG AGE OF HOME: 41 YEARS

SOUTHEAST

70,000 HOMES

AVG HOME VALUE: \$463,259

AVG AGE OF HOME: 48 YEARS

CENTRAL WEST

70,000 HOMES

AVG HOME VALUE: \$658,870

AVG AGE OF HOME: 61 YEARS

SOUTHWEST

70,000 HOMES

AVG HOME VALUE: \$557,698

AVG AGE OF HOME: 34 YEARS

SOUTH

70,000 HOMES

AVG HOME VALUE: \$470,817

AVG AGE OF HOME: 32 YEARS

EDITION 2024 EST. IN-HOME

SPRING	Drop 1	March 30
	Drop 2	April 20
	Drop 3	May 18
SUMMER	Drop 1	June 15
	Drop 2	July 13
LATE SUMMER	Drop 1	August 3
	Drop 2	August 31
FALL	Drop 1	September 28
	Drop 2	October 19

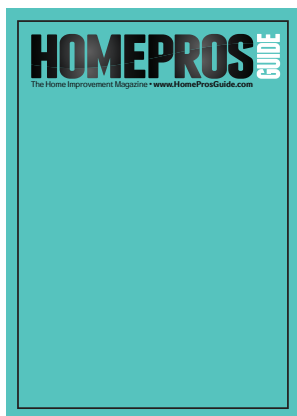
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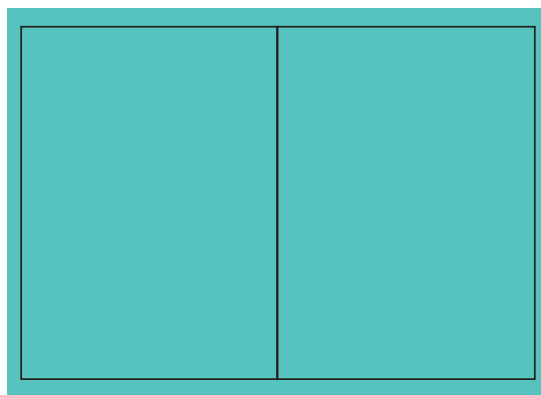
Audited & Verified Proof of Mailing

Advertising Specs



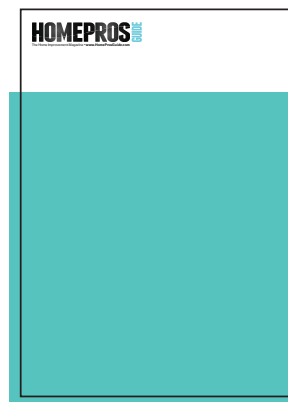
Front Cover

Ad Size: 7.125" x 8.5"
Bleed Size: 7.625" x 8.375"
HPG Logo: 2.75" From Top
Safety: 0.25" All Sides



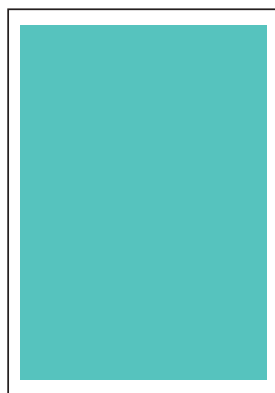
2-Page Spread

Ad Size: 14.25" x 10.5"
Bleed Size: 14.75" x 11"
Safety: 0.25" All Sides



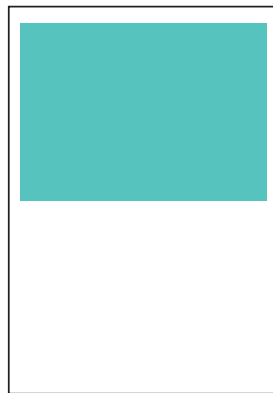
Back Cover

Ad Size: 7.125" x 8.25"
Bleed Size: 7.625" x 8.75"
Safety: 0.25" All Sides



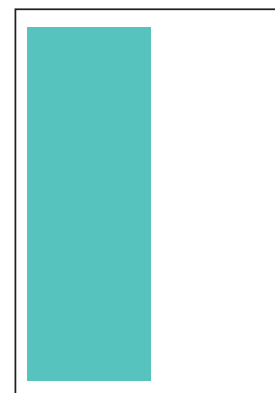
Full Page

Ad Size: 6.5" x 9.5"
No Bleeds
Safety: 0.25" All Sides



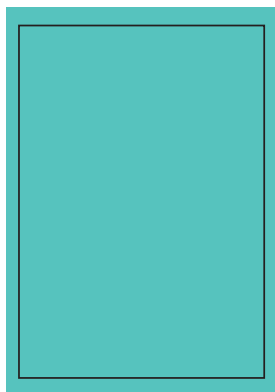
Half Page Horizontal

Ad Size: 6.5" x 4.71"
No Bleeds
Safety: 0.25" All Sides



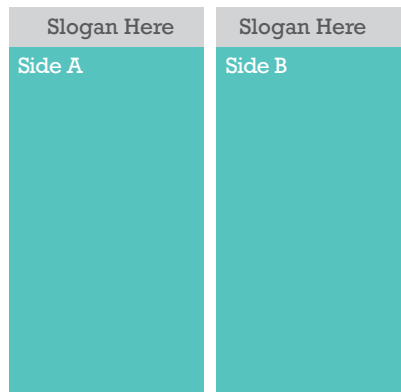
Half Page Vertical

Ad Size: 3.2075" x 9.5"
No Bleeds
Safety: 0.25" All Sides



Insert Flyer

Ad Size: 8.5" x 10.5"
Bleed Size: 8.75" x 10.75"
Safety: 0.25" All Sides



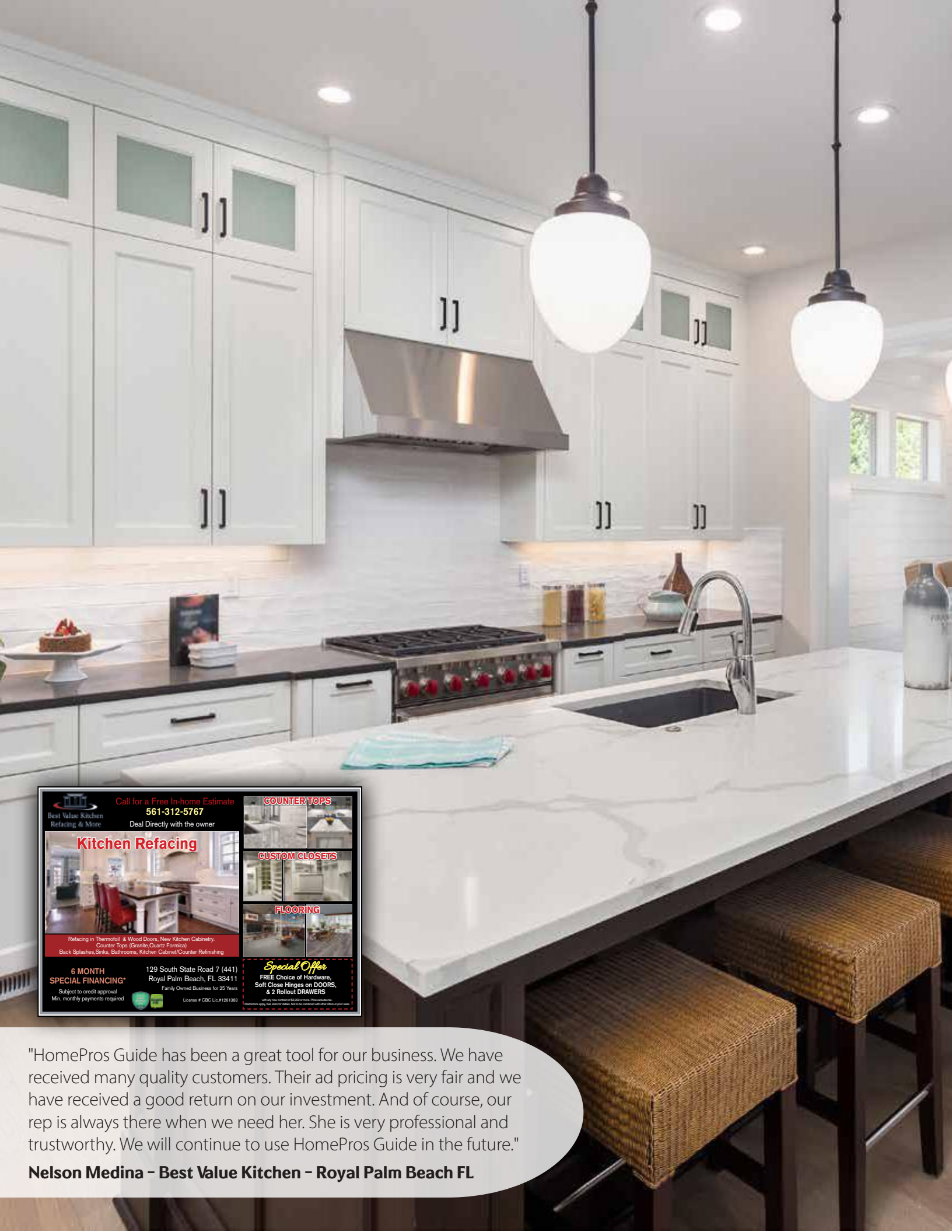
Insert Card

Ad Size: 5.5" x 11.5"
Bleed Size: 6" x 12"
Slogan: 1" From Top
Safety: 0.25" All Sides



DAL Card

Ad Size: 9" x 5"
Bleed Size: 9.5" x 5.5"
Safety: 0.25" All Sides





Call for a Free In-home Estimate
561-312-5767
Deal Directly with the owner

Kitchen Refacing



Refacing in Thermofoil & Wood Doors, New Kitchen Cabinetry,
Counter Tops (Granite, Quartz, Formica),
Back Splashes, Sinks, Bathrooms, Kitchen Cabinet/Counter Refinishing

COUNTER TOPS



CUSTOM CLOSETS



FLOORING



6 MONTH SPECIAL FINANCING*
Subject to credit approval
Min. monthly payments required

129 South State Road 7 (441)
Royal Palm Beach, FL 33411
Family Owned Business for 28 Years

Special Offer
FREE Choice of Hardware,
Soft Close Hinges on DOORS,
& 2 Rollout DRAWERS

Licensed # CBC Lic.#1201383

"HomePros Guide has been a great tool for our business. We have received many quality customers. Their ad pricing is very fair and we have received a good return on our investment. And of course, our rep is always there when we need her. She is very professional and trustworthy. We will continue to use HomePros Guide in the future."

Nelson Medina – Best Value Kitchen – Royal Palm Beach FL

Interested in Becoming a Contributing Expert for HomePros?

Tell your customers what sets you apart from your competition.
Full page ad with advertorial content includes being featured on our contents page.
Customer supplied content or \$150 advertorial writing fee.



ON THE COVER



855.257.8243 • CLOSETSBYDESIGN.COM

Imagine your home, totally organized! We design, build, and install custom closets, garage cabinets, home offices, laundries, and more. 40% off + 15% off with 18 month financing & free installation

CONTRIBUTING EXPERTS



Is this the year you will reclaim your basement? A full basement remodel not only boosts your home's resale value, but it provides a lovely space for your family to sleep and play. Turn to page 13 to see what homeowners in Detroit are doing to reclaim this fabulous space. (pg 13)



A Corbin Home Services wood care professional will clean your exterior wood surface to remove mildew, moss, debris, and dead wood fiber. This is done with various pressure cleaning equipment using environmentally safe techniques to ensure the best for your wood and everything around it. (pg 25)

CONTENTS



Builders & Remodelers, Inc.
Nobody does it better! 70% off labor with our 70th anniversary special!



One Day Doors & Closets
No hassle, no demolition, no mess, easy as 1, 2, 3. 50% off 6+ doors.



3 Day Blinds
Buy one get one 50% off on custom blinds, shades, and drapery.



Woody's Furniture
Update your space with \$750 off.



The Home Improvement Magazine • www.HomeProsGuide.com
5775 Wayzata Blvd., Suite 723
St. Louis Park, MN 55416

HOMEPROS

Contributing Experts

Deck Cleaning & Restoration

Cleaning Process

A Corbin Home Services wood care professional will clean your exterior wood surface to remove mildew, moss, debris, and dead wood fiber. This is done with various pressure cleaning equipment using environmentally safe techniques to ensure the best for your wood and everything around it.

Sealing Process

Corbin Home Services
Penetrating Oil –
18 month warranty

A Corbin Home Services wood care professional will saturate the wood surfaces with only the highest quality oil based sealer available. This will restore water repellency, prevent the growth of moss and mildew and protect the surface from photo degradation and hydrolysis by sunlight.

Color Selection

The damaging effects of weather to unprotected wood begins immediately. Rain, melting snow, and morning dew are quickly absorbed by unprotected wood, causing it to soften and swell. The sun's heat causes drying which makes the wood shrink. These cycles of wet and dry, swelling and shrinking, cause wood to warp, split, crack and check- all of which lead to premature wood life and expensive repairs.



612.424.3555
corbinhomeservices.com

Zone HA

Visit Us On The Web at saveon.com/homepros

HOMEPROS **GUIDE**

The Home Improvement Magazine • www.HomeProsGuide.com

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www.HomeProsGuide.com



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