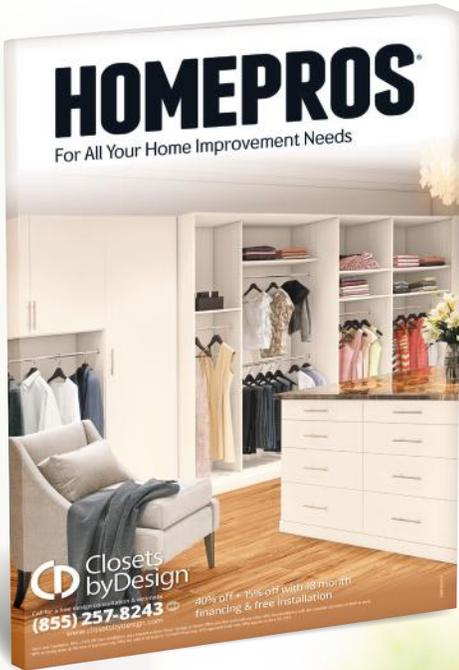


HOMEPROS® 2026 TWIN CITIES M E D I A K I T





Lead Generation Experts With a Reputation of Over 40 Years

What We Do...

HomePros is a premier home improvement, service, and lifestyle magazine with a legacy of over 40 years of excellence. We have earned the trust of both homeowners and industry professionals, establishing a strong reputation for quality and reliability.

With audited and verified proof of mailing, our carefully selected distribution reaches the most desirable single-family homes and neighborhoods. Unlike saturation mailing, our targeted "by rooftop" approach is based on home values, income levels, property age, and credit ratings,

ensuring your brand is seen by the ideal audience of qualified homeowners.

In addition to our print solutions, HomePros offers fully customizable digital campaigns tailored to your marketing needs. Whether through print or digital, we help you get more leads.

With an 87% year-over-year retention rate, HomePros is proud to partner with the Twin Cities' leading home improvement contractors, service providers, and home lifestyle companies. Our readers trust us when they need home repairs or improvements, and they'll trust you too.

Contact a HomePros multi-media marketing specialist today to discover how we can help your brand reach the 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

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



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

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



Audited & Verified Proof of Mailing



\$510k
Average Home Value

43
Years Average Age of Home

54
Years Average Age of Homeowner

CO-OP ASSISTANCE

Many manufacturers and distributors share the cost of local advertising to help promote their products, so you may have co-op advertising funds available!



Insert Postcards



Advertorials



WE HELP YOU WITH:

- Accrual research
- Brand advertising opportunities
- Advertising approval service
- Co-op claim documentation

Over 25 Digital Offerings Including:

Direct mail campaigns that combine print & digital have a **28% HIGHER** conversion rate than campaigns that use only one channel.*

*<https://persuasion-nation.com/direct-mail-marketing-statistics> (2024)



Email Marketing



TV / OTT Streaming



Audio Streaming



Website Creation



SEM / PPC



Addressable Geofencing



Social Media



Reporting / Analytics

HomePros.com

Join the hundreds of qualified home improvement contractors and service providers who rely on HomePros to help keep their schedules full. There's a whole world of homeowners thinking about their next project. Become part of our esteemed network of qualified professionals.



- HOMEPROS CERTIFIED PROS ARE:**
- ✓ **LICENSED** - for services that require a license
 - ✓ **BONDED** - when needed
 - ✓ **INSURED** - workers' comp & company liability
 - ✓ **GOOGLE RATING** - 4 or more stars



CONSUMER LEAD TOOL: **GET ESTIMATE**

New customers drive business. HomePros delivers lead generation to help you grow. Consumers seek HomePros.com 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!

Targeted Audience of the
Most Desirable Homes

TWIN CITIES
480,000
HOMES

Income Select
Single-Family Homes /
NO Apartments

CENTRAL WEST

80,000 HOMES

AVG HOME VALUE: \$605,639

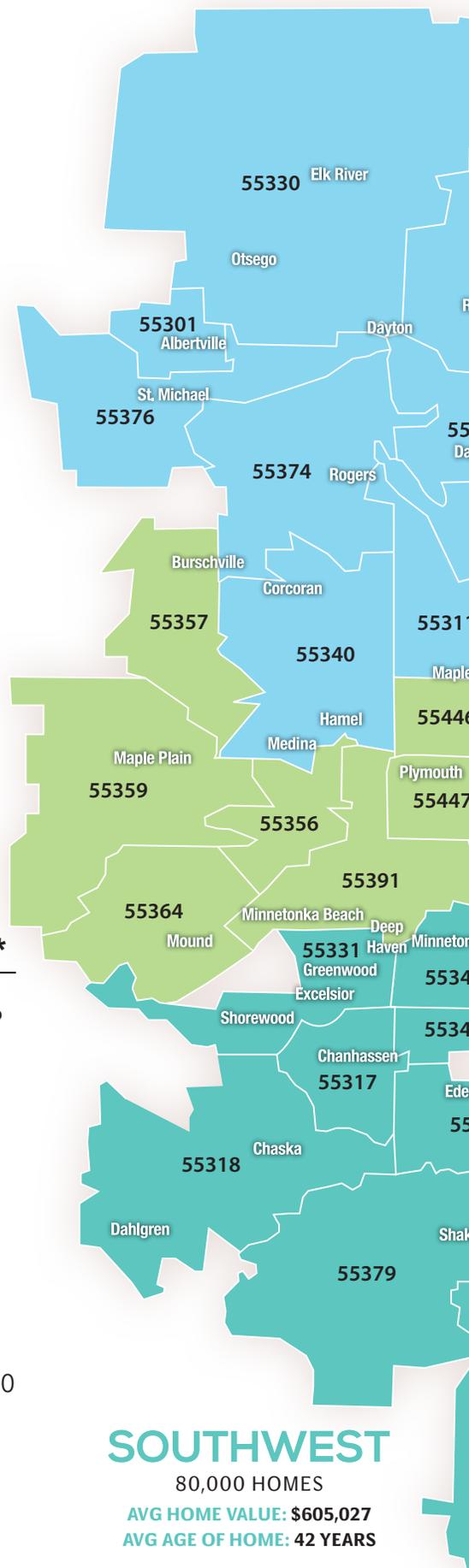
AVG AGE OF HOME: 63 YEARS

ISSUE	DEADLINE	IN-HOME*
2026 Directory	February 5	February 26
March	March 5	March 26
April	April 2	April 23
May	April 30	May 21
June	May 28	June 18
July	June 25	July 16
August	July 23	August 13
September	August 20	September 10
October	September 17	October 8
November	October 8	October 29

*Estimated delivery dates (3 days +/-). We anticipate the mailing will be delivered on the scheduled in-home date but cannot guarantee USPS delivery date.



Audited & Verified Proof of Mailing



SOUTHWEST

80,000 HOMES

AVG HOME VALUE: \$605,027

AVG AGE OF HOME: 42 YEARS

NORTHWEST

80,000 HOMES

AVG HOME VALUE: \$452,291

AVG AGE OF HOME: 32 YEARS

NORTHEAST

80,000 HOMES

AVG HOME VALUE: \$432,989

AVG AGE OF HOME: 41 YEARS

CENTRAL EAST

80,000 HOMES

AVG HOME VALUE: \$489,637

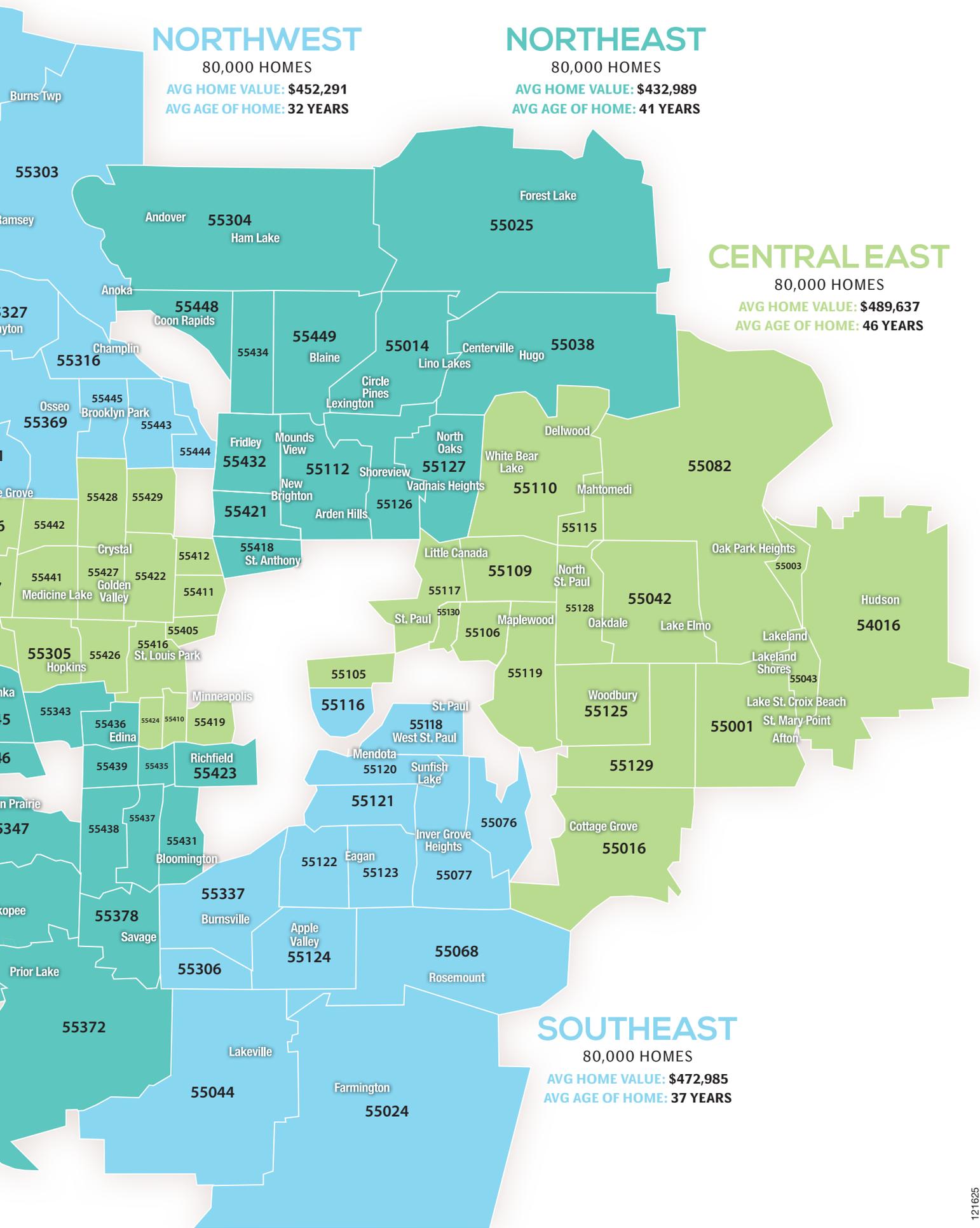
AVG AGE OF HOME: 46 YEARS

SOUTHEAST

80,000 HOMES

AVG HOME VALUE: \$472,985

AVG AGE OF HOME: 37 YEARS



87%

Customer Retention Year After Year



AQUARIUS
— HOME SERVICES —

8 YEARS

**ARBOR
BARBER**
TREE-EXPERTS

6 YEARS

**BUILDERS &
REMODELERS, INC.**
Since 1952

4 YEARS

CD Closets
byDesign

5 YEARS

Measuring up to your expectations.
**Eden Prairie
Appliance**
SALES • SERVICE • PARTS LLC

11 YEARS

GREAT PLAINS
windows and doors

9 YEARS

HOMEPLACE
FURNACE DUCT &
FIREPLACE CLEANING, INC.

12 YEARS

Metro
Heating • Cooling • Plumbing • Drains

9 YEARS

**RENEWAL
by ANDERSEN**
FULL-SERVICE WINDOW & DOOR REPLACEMENT

4 YEARS

SELA

18 YEARS

**SQUEEGEE
SQUAD**

8 YEARS

THOROUGHbred
CARPET & FLOORS

13 YEARS

tyTANN
BLACKTOPPING

7 YEARS

CALL US TODAY FOR A CUSTOMIZED
MARKETING CAMPAIGN

HOMEPROS
An InnoVera Media Company

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800.495.5464

infotc@homepros.com • www.HomePros.com

**WINDOW
CONCEPTS**
Of Minnesota, Inc.

8 YEARS



CHICAGO | DETROIT | SOUTH FLORIDA | MINNEAPOLIS/ST. PAUL