

OFFICIAL MAGAZINE OF THE HOME BUILDERS & REMODELERS ASSOCIATION OF NH

GRANITE STATE BUILDER

THE SOURCE FOR BUILDING & CONSTRUCTION PROFESSIONALS



2011 MEDIA KIT

ONE-YEAR ANNIVERSARY



www.granitestatebuilder.com



GRANITE STATE BUILDER

- ▷ **LOCAL** publication about and for the HBRANH membership and industry.
- ▷ **FOR BUSINESS OWNERS** or C-level titles and influential key decision makers.
- ▷ **FOR READERS** who buy and specify.
- ▷ **DELIVERS** your message to the right reader every time.
- ▷ **CUSTOM TRADE** publication that out-performs newsstand media buys.
- ▷ **TARGETED** efficient media buy that will drive results to your bottom line.
- ▷ **GETS RESULTS**, builds brands, and creates partnerships.

The source for the building and construction professional, *GSB* magazine is the official publication for the Home Builders & Remodelers Association of New Hampshire in partnership with NH-based company Seacoast Ink. *GSB* is written for and by industry professionals.

GSB magazine provides home building professionals with relevant news and information that covers legislative issues, environmental concerns, finance, technology, business operation “best” practices, and market trends. *Granite State Builder* is published quarterly with spring, summer, fall, and winter issues, combined with a monthly eNewsletter keeps you in touch with *GSB* readers and construction pros.

In each issue *GSB* will bring you news and information from the leadership at the HBRANH that includes:

- ▶ What is happening in the State House, what bills are important, and why?
- ▶ The latest in banking, finance, and our economy
- ▶ Sensible information and “how-tos” for growing and greening your business
- ▶ Product trends
- ▶ Industry profiles
- ▶ Sustainable land development and planning



READER PROFILE

80% of GSB readers are the key decision makers

64% are president or C-level titles of their organization

75% own their own business

88% contribute to area non-profits or volunteer their time

GSB readers are leading industry professionals throughout the state of New Hampshire and include business owners, CEOs, CFOs, marketing professionals, leaders in real estate, residential and commercial construction, banking, building material suppliers, home design services, and housing professionals.

99% buy and specify

72% do business with a member

93% are located in New England

84% have an interest in "greening" the building landscape

DISTRIBUTION MODEL

GSB will be mailed to all HBRANH members and will be available at all HBRANH state and local offices. Also, copies will be sent to non-member qualified building and construction professionals in the areas of banking, finance, law, sustainability, landscape, & real estate. Distribution will include member show rooms, industry

events, and wholesale, & retail outlets such as lumber yards, plumbing, electrical supply, and showrooms throughout the state.

Our digital edition will be sent to more than 14,000 readers. Our monthly eNewsletter will announce each issue and keep you informed of advertising and editorial opportunities.

Roper Research reports that readers and advertisers find that trade and/or custom publications

- Provide useful information
- Help you make better purchasing decisions
- Enhance company image
- Are reliable
- Enhance relationship building
- Are useful at work & trade shows.

Roper Research Public Affairs Survey



GRANITE STATE BUILDER

EDITORIAL CALENDAR 2011

WINTER

Cover Story / Special Report: Energy-Efficient and Sustainable Remodel

Focus On: Weatherization 101

In every issue, departments include Build, Remodel, Government Affairs, From the Corner Office, and The Finish Nail

Advertising close date: November 30, 2010

Ad materials due: December 8, 2010

Mails: January 2, 2011

SPRING

Cover Story / Special Report: Building Green from the Ground Up

Focus On: Kitchen renovations: faucets / hardware

In every issue, departments include Build, Remodel, Government Affairs, From the Corner Office, and The Finish Nail

Advertising close date: February 2, 2011

Ad materials due: February 4, 2011

Mails: March 3, 2011

SUMMER

Cover Story / Special Report: Exteriors, Decking the Landscape

Focus On: Roofing: techniques, tools, and products

In every issue, departments include Build, Remodel, Government Affairs, From the Corner Office, and The Finish Nail

Advertising close date: April 6, 2011

Ad materials due: April 8, 2011

Mails: June 1, 2011

FALL

Cover Story / Special Report: Interior Remodeling

Focus On: Baths, plumbing and heating, and floors

In every issue, departments include Build, Remodel, Government Affairs, From the Corner Office, and The Finish Nail

Advertising close date: July 20, 2011

Ad materials due: July 27, 2011

Mails: September 1, 2011



ADVERTISING RATES

Rates 4x	open	net	Premium Positioning	open	net	Back of the Book Marketplace
Spread	\$3,000 ⁰⁰	\$2,800 ⁰⁰	Back Cover	\$3,000 ⁰⁰	\$2,550 ⁰⁰	Eighth page \$400 ⁰⁰ \$340 ⁰⁰
Full page	\$2,000 ⁰⁰	\$1,700 ⁰⁰	Cover 2	\$3,000 ⁰⁰	\$2,550 ⁰⁰	SPECIAL ADVERTISING SECTIONS
Half page	\$1,500 ⁰⁰	\$1,275 ⁰⁰	Cover 3	\$2,750 ⁰⁰	\$2,337 ⁵⁰	Bellybands, Polybags, Tip ins & Pullouts *Quotes available
Qtr page	\$1,250 ⁰⁰	\$1,062 ⁵⁰	Opposite TOC	\$2,000 ⁰⁰	\$1,800 ⁰⁰	Artwork: \$200 ⁰⁰
Eighth page	\$900 ⁰⁰	\$765 ⁰⁰	First 10 Pages	\$2,200 ⁰⁰	\$1,870 ⁰⁰	

Membership Advantages: HBRANH member 10% discount *Cannot be combined with any other offers

CONTACT INFORMATION

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GRANITE STATE BUILDER

DIGITAL REQUIREMENTS

Acceptable Formats:

- Adobe Photoshop CS2 or below (JPG/TIF/EPS) CMYK, HiRez 300 DPI
- PDF Flattened, CMYK, HiRez 300 DPI, exact dimension
 - Save with NO compressions
 - Fonts embedded
 - No white overprints
- QuarkXpress v.6.52 (or below) Mac
- Adobe Illustrator CS2 or below (EPS)

Photoshop Requirements:

- CMYK or grayscale (not RGB) mode
- 300 dpi or greater. (Photos or logos taken from a web site are 72 DPI in

resolution and not acceptable for high-quality gloss printing.)

- Save as TIF or EPS (DCS off). If Photoshop file contains fonts and layers, FLATTEN to one layer and save as EPS.

Quark Requirements:

- CMYK or grayscale (NO spot colors)

Include with native application files:

- Compressed into folders.
- Include all Mac printer & screen fonts, images, and logos. Use actual fonts. Do NOT apply "local" style attributes (bold, italic, bold italic).

Illustrator Requirements:

- Colors CMYK (NO spot colors; NO white overprints)
- Convert all type to outline paths
- If ad is created on a PC, open in Illustrator, outline the type, then save as Macintosh EPS.

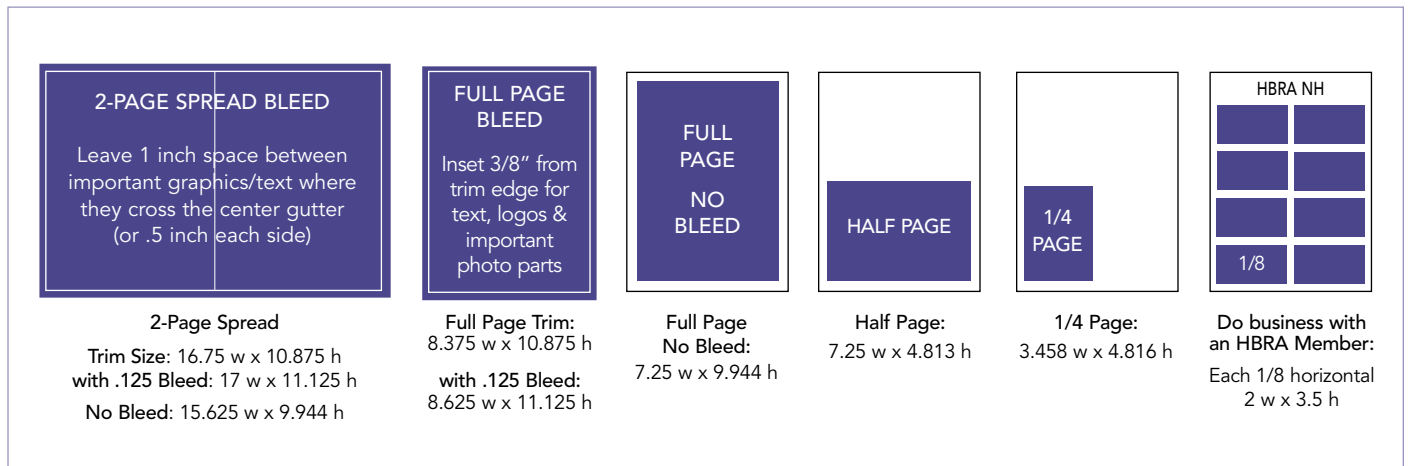
Free Software:

Online file share: www.yousendit.com
 Macintosh: www.stuffit.com,
<http://fetchsoftworks.com>,
 Transmit - www.panic.com
 PC users: www.winzip.com

width x height

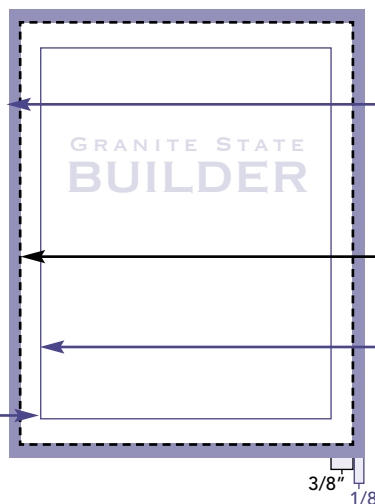
ADVERTISING SPECIFICATIONS

sizes in inches



Supply Files:

- Send files larger than 7MB using www.yousendit.com
 - Email files under 7MB (JPGs, PDFs or compressed folders)
 - Mail a CD - with paper proof
- Contact us for any advertising assistance.
- Bleed Ads: Insert text, images & logos .375" from all sides of page trim edges.



Full Page Bleed Ads

- **BLEED** – Section of graphics that will be trimmed off after printing (add 1/8 or .125 to each edge of trim size)
Bleed size: 8.625" W x 11.125" H
- **TRIM** – Edge of the magazine page
Trim size: 8.375" W x 10.875" H
- **SAFETY GUIDE** – No text, logos, or important parts of photos beyond
Safe area: 7.625" W x 10.125" H

DIGITAL MEDIA

Granite State Builder online media solutions offer targeted opportunities. You want to target the GSB audience with your message that provides solutions and/or products that service builders, remodelers, and construction professionals.

BANNERS

Leaderboard		Large Box, Outside Left		Skyscraper, Outside Right	
728 x 90 pixels	\$750 ⁰⁰	250 x 322 pixels	\$500 ⁰⁰	160 x 600 pixels	\$500 ⁰⁰
	(3-month flight)		(3-month flight)		(3-month flight)
Specs: File size <30 K, Format JPEG or GIF					

OTHER DIGITAL ADVERTISING

Let's Link RESOURCES @www.granitestatebuilder.com

Business Card, by Category

Live link to your site. \$150⁰⁰ annually

Inbox Delivery

Granite State Builder News Sponsorships and Dedicated Email Blasts in which we supply the text and you sponsor our message. \$350⁰⁰

Dedicated Email

Your story, your images, your solutions. Our audience! \$750⁰⁰

Video

A 30-second video is hosted on www.granitestatebuilder.com or is delivered to our 16,000+ GSB magazine readers. \$500⁰⁰ plus production costs.

Digital Delivery Sponsorship

Your company name is included in the introduction to the digital delivery of GSB. \$500⁰⁰ annually