

OFFICIAL MAGAZINE OF THE HOME BUILDERS & REMODELERS ASSOCIATION OF NH

GRANITE STATE BUILDER



2012 MEDIA KIT

WWW.SEACOASTINK.COM



GRANITE STATE BUILDER

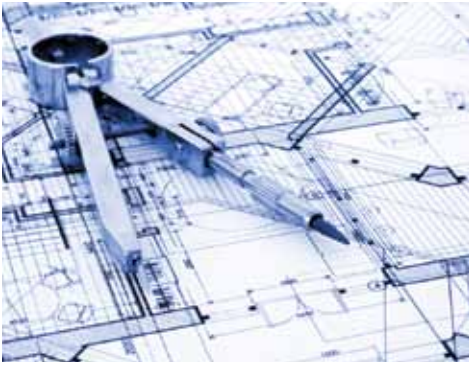
- ▷ LOCAL publication about and for the HBRANH membership and industry.
- ▷ FOR BUSINESS OWNERS or C-level titles and influential key decision makers.
- ▷ FOR READERS who buy and specify.
- ▷ DELIVERS your message to the right reader every time.
- ▷ CUSTOM TRADE publication that out-performs newsstand 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, and 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, and real estate. Distribution will include member showrooms, industry events, and wholesale and re-

tail 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 2012

WINTER

Cover Story / Special Report: Remodeling

Trends: Kitchens & Baths

In every issue: President's Letter, Government Affairs, Legal Matters, The Finish Nail, GSB Buzz, Calendar

Profiles of Success: Headshot or Small Image or Company Logo. 400 Word Write-up and Contact Info.

Advertising close date: November 30, 2011

Ad materials due: December 8, 2011

SPRING

Cover Story / Special Report: Multi Family Construction

Trends: Maximizing Profitability

In every issue: President's Letter, Government Affairs, Legal Matters, The Finish Nail, GSB Buzz, Calendar

45 ANNUAL HOME SHOW GUIDE ISSUE

Product Preview: ¼ Page: 1 Image, 25 Word Caption and Contact Info. (Upgraded exhibitor listings available: \$35.00.)

Advertising close date: February 2, 2012

Ad materials due: February 6, 2012

SUMMER

Cover Story / Special Report: ECO Home Building

Trends: Tools of the Trade

In every issue: President's Letter, Government Affairs, Legal Matters, The Finish Nail, GSB Buzz, Calendar

CORNER STONE AWARDS

Green Product Guide: ¼ Page: 1 Image, Caption and Contact Information.

Advertising close date: April 6, 2012

Ad materials due: April 9, 2012

FALL

Cover Story / Special Report: Custom Home Building

Trends: Finishes, Flooring, Cabinets, Lighting

In every issue: President's Letter, Government Affairs, Legal Matters, The Finish Nail, GSB Buzz, Calendar

PARADE OF HOMES

Profiles of Design: Architects, Interior Designers, Certified Kitchen & Bath Designers. Headshot or Small Image or Company Logo. 400 Word Write-up and Contact Info.

Advertising close date: July 20, 2012

Ad materials due: July 27, 2012

EDITORIAL CONTACT: KATHY POGGI, 603 343-4492, KPOGGI@SEACOASTINK.COM



ADVERTISING RATES

Rates 4x	Net	Premium Positioning	Net	Back of the Book/ Marketplace	Net	SPECIAL ADVERTISING SECTIONS
Spread	\$2,800 ⁰⁰	Back Cover	\$2,550 ⁰⁰	Eighth page	\$340 ⁰⁰	Bellybands, Polybags, Tip-ins and Pullouts (*Quotes available)
Full page	\$1,700 ⁰⁰	Cover 2	\$2,550 ⁰⁰	Quarter page	\$500 ⁰⁰	
Half page	\$1,275 ⁰⁰	Cover 3	\$2,000 ⁰⁰	Half page	\$750 ⁰⁰	
Qtr page	\$1,062 ⁵⁰	Opposite TOC	\$1,800 ⁰⁰			Artwork: \$200 ⁰⁰
Eighth page	\$765 ⁰⁰	First 10 Pages	\$1,800 ⁰⁰			

Membership Advantages: HBRANH member 10% discount

Frequency Program: Earn 33% off the rate card. Buy 3, get one free!

**Cannot be combined with any other offers*

CONTACT INFORMATION

Advertising Sales:

Kathy Poggi • 603 343-4492, 603 315-1077 • kpoggi@seacoastink.com
25 Tuttle Lane, Dover, NH 03820

Candi Enman • 207 715-0440 • candi@seacoastink.com

Editorial Inquiries:

Kathy Poggi • 603 343-4492, 603 315-1077 • kpoggi@seacoastink.com
25 Tuttle Lane, Dover, NH 03820

GRANITE STATE BUILDER

DIGITAL REQUIREMENTS

ACCEPTABLE FORMATS:

- QuarkXPress v.6.25 (or below) for Mac
- Adobe InDesign CS5 or below
- Adobe Photoshop CS5 or below (EPS/TIF/JPG) CMYK, Hi-Rez 300 dpi
- PDF Flattened, CMYK, Hi-Rez 300 dpi, exact dimension
 - Save with NO compressions
 - All fonts embedded
 - No white overprints
- Adobe Illustrator CS5 or below (EPS)

QUARK/INDESIGN REQUIREMENTS:

- CMYK or grayscale (NO spot colors)

PHOTOSHOP REQUIREMENTS:

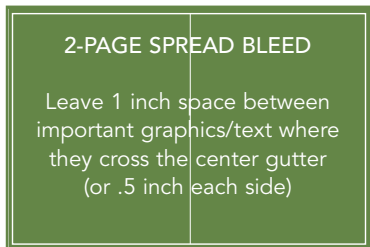
- CMYK or grayscale (not RGB) mode
- 300 dpi or greater. (Images taken from a website are 72 dpi in resolution and not acceptable for high-quality, gloss printing.)

ILLUSTRATOR REQUIREMENTS:

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

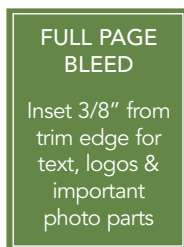
PLEASE INCLUDE THE FOLLOWING:

Native application files need to be compressed into folders. Include all Macintosh printer & screen fonts, images, and logos. Use actual fonts. Do NOT apply "local" style attributes (bold, italic, bold italic).



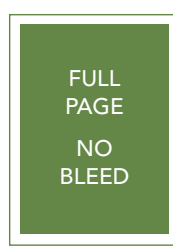
2-Page Spread

Trim Size: 16.75 w x 10.875 h
with .125 Bleed: 17 w x 11.125 h
No Bleed: 15.625 w x 9.944 h



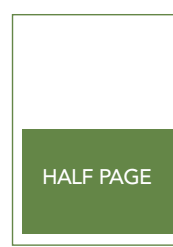
Full Page Trim:

8.375 w x 10.875 h
with .125 Bleed:
8.625 w x 11.125 h



Full Page No Bleed:

7.25 w x 9.944 h



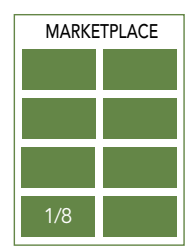
Half Page:

7.25 w x 4.813 h



1/4 Page:

3.458 w x 4.816 h



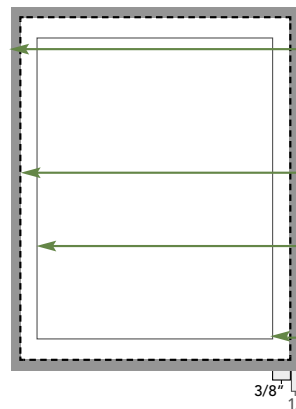
Each 1/8 horizontal
2 w x 3.5 h

SUPPLY FILES:

- Send files larger than 5MB using www.yousendit.com
- Email files under 5MB (JPGs, PDFs or compressed folders)
- Mail a CD - with paper proof

SEND ADS & MATERIALS:

- Email your Sales Representative or Art Director, Randy Kerstein: randye@seacoastink.com



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

Bleed Ads: Insert text, images & logos
.375" from all sides of page trim edges.

Contact Seacoast Ink at 603 343-4492 for advertising information and assistance.

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

<u>Leaderboard</u>		<u>Large Box</u>	<u>Outside Left</u>	<u>Skyscraper</u>	<u>Outside Right</u>
728 x 90 pixels	\$750 ⁰⁰ <i>(3-month flight)</i>	250 x 322 pixels	\$500 ⁰⁰ <i>(3-month flight)</i>	160 x 600 pixels	\$500 ⁰⁰ <i>(3-month flight)</i>

Specs: File size <30 K, Format JPG 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