



HANLEY WOOD CONSUMER MEDIA

delivering consumers ready-to-build and ready-to-buy



Hanley Wood's Consumer Media network

reaches customers actively looking to build or remodel their dream home. These consumers are directly engaged in the purchase process and are seeking building product partners to make their vision a reality. Our dynamic platform of magazines, digital editions, websites, and e-newsletters directly connects you to this vital audience segment and enhances your consumer marketing strategies with impact.





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2012 Editorial Calendar

	FEATURES	PRODUCT FOCUS
American Dream Home Ad Close: Mar. 21 Materials Due: Mar. 28 On Sale: May 8	Landscaping Pools and Spas	Landscaping: Hardscapes, Lighting and Outdoor Furniture
American Dream Home Ad Close: Sep. 5 Materials Due: Sep. 12 On Sale: Oct. 30	Home Organization and Storage	Favorite Green Luxury Products Curb Appeal/Beautifying the Exterior
Custom Ad Close: Jan. 18 Materials Due: Jan. 25 On Sale: Mar. 6	Home Automation	Lighting Kitchen Finishes: Cabinetry, Countertops and Tile
Custom Ad Close: Jul. 25 Materials Due: Aug. 1 On Sale: Sep. 11	Add On! Garages, Guest Quarters and Storage Kitchens and Outdoor Areas Designed for Entertaining	Luxury Baths
Designer Houses & Plans Ad Close: Jul. 10 Materials Due: Jul. 17 On Sale: Aug. 28	Get Started Guide: From Choosing a Plan to Selecting Finishes	Ideas for Small, Medium, and Large Budgets
Dream Home Source Ad Close: Jun. 13 Materials Due: Jun. 20 On Sale: Jul. 31	How to Choose the Right Windows	Kitchens and Appliances—One Kitchen, Two Budgets Flooring Ideas for Every Room Get the Look! Decorating Ideas
EcoHome Designs Ad Close: Feb. 15 Materials Due: Feb. 22 On Sale: Apr. 3	Alternative Building Systems Remodel vs. Rebuild	Top 20 Green Products
Luxury Home Designs Ad Close: Apr. 25 Materials Due: May 2 On Sale: Jun. 12	Coastal Homes	Porches, Patios and Decks Paint, Wallpaper and Interior Décor
Luxury Home Designs Ad Close: Oct. 31 Materials Due: Nov. 7 On Sale: Dec. 18	Luxury Winter Getaways: Mountain Lodges and Coastal Cottages	Indoor and Outdoor Fireplaces

In print and online, **Hanley Wood Consumer Media** offers a robust collection of home design resources that offer the latest tips and trends, as well as the newest building products and house plans. Consumers don't just turn to us for ideas—they turn to us for inspiration. Combining the proven industry knowledge of Hanley Wood, with detailed, consumer-focused editorial, our brands attract ready, committed buyers that are actively looking to build their new dream homes today.



American Dream Homes (twice annually)

This showcase of our finest designs takes readers on a guided tour of the best—the year's most celebrated homes from the most accomplished designers. Every home in ADH is a feature story, told through great photography and meticulous descriptions of the exquisite details that made the home design such a success with building pros and homeowners.

Custom: A Home Plan Portfolio (twice annually) **Luxury Home Designs (twice annually)**

Our most comprehensive collection of beautiful home plans, Custom, and its sister publication Luxury, focus on high-end homes of all sizes, catering to homebuyers who want the look and feel of a custom luxury home regardless of scale. Articles highlight the latest trends in lifestyle, design, and amenities, while feature stories explore gorgeous homes built from pre-drawn plans.

EcoHome Designs (once annually)

With so much being said about living green these days, it can be hard for the homebuilding consumer to know where to begin. EcoHome Designs teaches readers how to choose a design that meets their needs, how to build it for maximum comfort and efficiency, how to obtain third-party certifications, and how to live in and maintain their home for years to come. Readers enjoy a wealth of insights about the newest building materials and construction methods, as well as tried-and-true tips on building an energy-efficient custom home and outfitting it with sustainable materials.

Dream Home Source: the Sourcebook for Designing Your Home (once annually)

Dream Home Source will be a true resource for anyone thinking of building a home or just looking for home ideas. Launching in 2012 to promote our newly-redesigned website, DreamHomeSource.com, the magazine will be designed to appeal to that site's target audience: an affluent demographic that knows what they want. The editorial content will have a strong product focus, with articles to guide readers in product selection, feature stories showcasing beautiful homes built from our home designs, and corresponding product guides describing how to "get the look". Dream Home Source will also cover subjects like how to get financing and find a builder, so readers have the confidence to turn their dreams into reality and unleash their purchasing power.

Designer Houses & Plans (once annually)

With the largest selection of house plans of all sizes and styles, Designer Houses & Plans strives to appeal to the widest range of readers. Whether there's a tight building budget or the sky's the limit, Good-Better-Best product guides will help them find what they need. *Exclusive sponsorship opportunity for a single sponsor.*

Select Home Designs (once annually)

For more than 30 years, Select Home Designs has provided the Canadian homebuilding community with the best home plans and resources available. Newly designed to capture the reader's imagination and outshine any newsstand competition, our all-new Select Home Designs will feature over 200 plans with full-color photos and illustrations.

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The Hanley Wood Consumer Media network encompasses a comprehensive product portfolio that delivers results. From traditional print and online opportunities—to strategic marketing and lead generation platforms—Hanley Wood Consumer Media is your top source for reaching and impacting ready, committed buyers that are actively looking to build their new dream homes. Contact your National Sales Manager today to customize a program for 2012 that enhances your consumer marketing objectives.

Visit the Hanley Wood
Consumer Media Kit online at
HanleyWoodConsumerMedia.com

Online

Websites

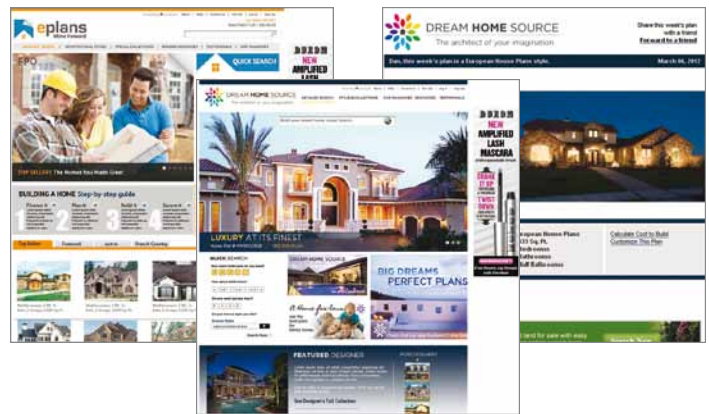
Our home design websites keep consumers excited, driven, and engaged with more than 27,000 home plans from 300 top designers and architects.

- ePlans.com
- DreamHomeSource.com
- HousePlans.com

E-Newsletters

Consumers stay updated on featured plans and product information with our high-impact e-newsletters.

- ePlans Featured Plan of the Week
- Dream Home Source Featured Plan of the Week



Strategic Marketing

PlansCONNECT



Connect directly with consumers planning to build a custom home or remodel an existing home.

PlansCONNECT is a strategic and comprehensive program that introduces your products to a completely targeted, 100 percent in-market buyer. With a tactical combination of direct mail, online advertising, targeted e-newsletters, print advertising, and individual sales leads, PlansCONNECT offers the most hard-working, results-oriented market coverage in the industry.

PlansCONNECT includes:

- Full-page print ads
- Online ad impressions
- e-Newsletter ads
- Monthly sales leads
- Product literature sent directly to plan buyers

Co-Registration/Lead Generation

Co-registration provides consumers the opportunity to request additional product information from manufacturers as they register on the ePlans or Dream Home Source websites. Co-registration partners receive more than 1,000 direct-request leads each year from consumers actively involved in selecting products for their new home. *Targeted sponsorship opportunities are available.*

Digital Editions

Hanley Wood's consumer home design magazines offer digital editions delivered directly to the in-box of more than 175,000 engaged customers. Every digital edition is also promoted on the home page of both ePlans.com and DreamHomeSource.com. This innovative offering features complete magazine content, reader tracking information and clickable links—all within an easy-to-navigate digital platform. *Exclusive sponsorship opportunities are available.*

ADVERTISING CONTACT

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