

why

added services

The Homesteader offers a variety of other services to help businesses target New Homeowners.

These services include:

- Inserts to all or part of our circulation
- Mailing Labels
- First Contact™ Inserts

Inserts are a great alternative to direct-mail. Pick all or part of our circulation and send your letter or flyer for less than one-quarter the cost of direct-mail!

FAKE AD™ Contest

Our unique Find the Fake Ad™ contest ensures that readers look at each individual advertisement twice — once to find the phony ad, and again to decide where to spend their gift certificate if they win. All advertisers automatically participate in the contest, courtesy of *The Homesteader*.



advertise in **The Homesteader?**

Valuable repetition, pertinent editorial and lowest cost-per-contact price available!

repetition

The Homesteader greets the new homeowner in their first month, and remains a part of their monthly reading for up to two years or more—the most important time as far as purchasing and establishing buying patterns is concerned.

According to a recent report from the Bureau of Labor Statistics, a New Homeowner will average **\$4,323** just in property alterations, appliances and furnishings in the first year! New homeowners spend **six times more** than existing homeowners during that time frame.

A consistent advertising campaign in **The Homesteader** will ensure that you reach new and recent homeowners *before* they establish their shopping habits. Best of all, our unique production and distribution method results in the lowest cost to reach this valuable target market: **as low as two cents per household!**

That is 50x cheaper than some of our competitors on a cost-per-contact basis!

useful editorial

Editorial that is geared to New Homeowners is an important part of our concept because it increases ad readership, gives the publication a 30-day shelf life, and gets readers thinking about the projects, improvements, and services they need immediately or in the near future. Regular columns include our Project of the Month, building and repair, decorating and design, gardening, travel and vacation, and even something just for kids! Don't forget to check monthly event listings in our Community Calendar. Being part of our editorial environment will reflect well on your business!

first impressions

Every business wants to make a good first impression. Once the impression is made, continuity becomes the key. By maintaining a constant presence in **The Homesteader**, you get to the buyer quickly and are still being seen when the time comes to make purchasing decisions. Other new homeowner services give you a one-shot chance—and it could be too early or too late in the decision-making process. And once you've made that great first impression, our readers continue to see your ad, month after month, for up to two years or more! Reach new and recent homeowners at all stages of settling in.

interaction

The Homesteader is a community-driven, "good news" publication; our goal is to assimilate the reader to their new surroundings. Our readers look to us for advice on home-related projects and services. While subscriptions are free, readers are eager for our helpful information and participate in a number of interactive features like our Fake Ad™ contest, Reader Referral™, and Hidden Gem™ Awards. These programs add value to your advertising campaign and are offered to our advertisers at no extra cost.

Since 1990

THE Homesteader®

The Publication for New & Established Homeowners™

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