

retrofit *Home*

2023
MEDIA KIT



retrofit
Home

*covers truly unique
single-family and multifamily renovations.*

From unusual building types, such as barns, warehouses and churches, turned into living spaces, to total revamps of traditional houses, **retrofit home** will inspire you with unique ideas and materials for your next project.

retrofit home also will include hot, new residential products, as well as insight about kitchens and baths and residential design.

retrofit

Home

ADVERTISING

CIRCULATION

19,000 architects/design firms
11,000 contractors/
remodelers

CONTACT THE SALES TEAM

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PRINT RATES \$

1X RATE:

Full page: \$2970.00

1/2 page: \$2090.00

1/3 page: \$1650.00

1/4 page: \$1100.00

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Full page: \$2700.00

1/2 page: \$1900.00

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1/4 page: \$1000.00

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PRINT SPECS

Ads must be submitted in a high resolution (print-quality/300 dpi) PDF format, at 100%, set to CMYK. Remove all spot colors and include .125" bleed with trim marks when necessary.

TWO-PAGE SPREAD (BLEED)

16.7 x 10.75

FULL PAGE (TRIM SIZE)

8.25 x 10.5

FULL PAGE (BLEED)

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FULL PAGE (LIVE)

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HALF PAGE (VERTICAL)

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HALF PAGE (HORIZONTAL)

7.25 x 4.6375

HALF PAGE (ISLAND)

4.75 x 7.375

ONE-THIRD PAGE (VERTICAL)

2.25 x 9.5

ONE-THIRD PAGE (SQUARE)

4.75 x 5

QUARTER PAGE

3.5 x 4.6375

FEATURES

DesignVibes: From sustainable kitchens and luxurious baths to using art and color and focusing on wellness at home, this feature will uncover the latest design trends in single-family and multifamily homes.

RoomReveal: Changing just one room in a home can refresh the entire space. This feature will highlight design changes that can completely transform a room. Past issues have covered unique wine storage that complements an existing kitchen, a new entryway that provides better organization and a garage converted into an apartment for much-needed housing in an urban area.



PHOTO: MEAGAN LARSEN PHOTOGRAPHY

THE HOMES



PHOTO: DAVID PAPAIZIAN

The Homes: Each issue of *retrofit home* will contain feature stories uncovering the most interesting aspects of unique home renovations. The types of homes we cover include, but are not limited to, the following:

- Mid-century Modern
- Barns converted into houses
- Lake homes
- Cottages
- Church lofts
- Tudor Revival
- Rustic cabins
- Historic homes

** Know of a building that wasn't constructed to be a house but has been transformed into a unique single-family home? Contact Christina Koch, retrofit's editorial director, at christina@retrofitmagazine.com or (630) 308-4602.*

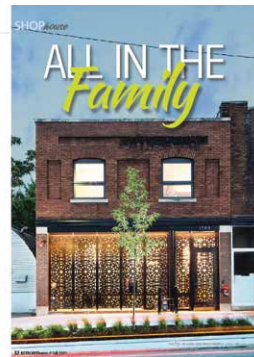
2023 CLOSING DATES:

WINTER, mailing early January 2023
 AD CLOSE: Dec. 5, 2022
 MATERIALS: Dec. 12, 2022
 DESIGN VIBES: Interior Upgrades
 BONUS DISTRIBUTION:
 International Builders' Show

SPRING, mailing early March
 AD CLOSE: Feb. 3
 MATERIALS: Feb. 10
 DESIGN VIBES: Outdoor living
 BONUS DISTRIBUTION: JLC Live

SUMMER, mailing early May
 AD CLOSE: March 31
 MATERIALS: April 7
 DESIGN VIBES: Exterior upgrades
 BONUS DISTRIBUTION: AIA

FALL, mailing early September
 AD CLOSE: Aug. 4
 MATERIALS: Aug. 11
 DESIGN VIBES: Winterizing



A Couple Makes Their Home within an Abandoned Building that Was Part of Her Printing Business

When the building was built, it was designed to be a printing plant. But when the building was abandoned, it was a blank canvas. For a couple, it was the perfect opportunity to create a unique home. The building was converted into a single-family home, and the couple moved in. The building was a great example of how an abandoned building can be transformed into a beautiful home.

A BUILDING WITH A HISTORY
 The building was built in the 1920s and was used as a printing plant. It was abandoned in the 1970s and sat empty for decades. The couple found the building in 2015 and decided to buy it. They had a vision of what they wanted to do with the building, and they started working on the renovation. The building was a great example of how an abandoned building can be transformed into a beautiful home.

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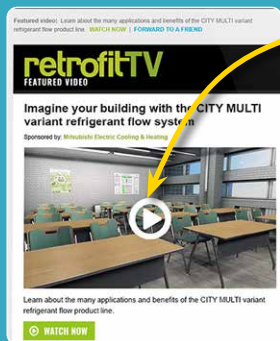
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NATIVE CONTENT: Work with our editorial team on a topic that will educate our readers about your business. *retrofit*'s team of writers will write the article in-house and disseminate it via custom e-newsletter to our digital subscribers once approved. This opportunity includes housing of your native content on our website for one year, mention of the article in the print edition with unique URL and a sticky ad that moves down the page with the reader as he/she reads the content online. \$4,500



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DIGITAL SPECS

- Provide a linking URL.
- We accept ads in GIF, JPG, PNG and animated GIF. (If providing an animated GIF for newsletter, ensure the first screen contains the most important information.)
- All art should be at 72 dpi resolution and RGB color.
- Max file size is 40k.
- Ads should not be transparent.
- Ads with a white background should have a 1 pixel border around them.