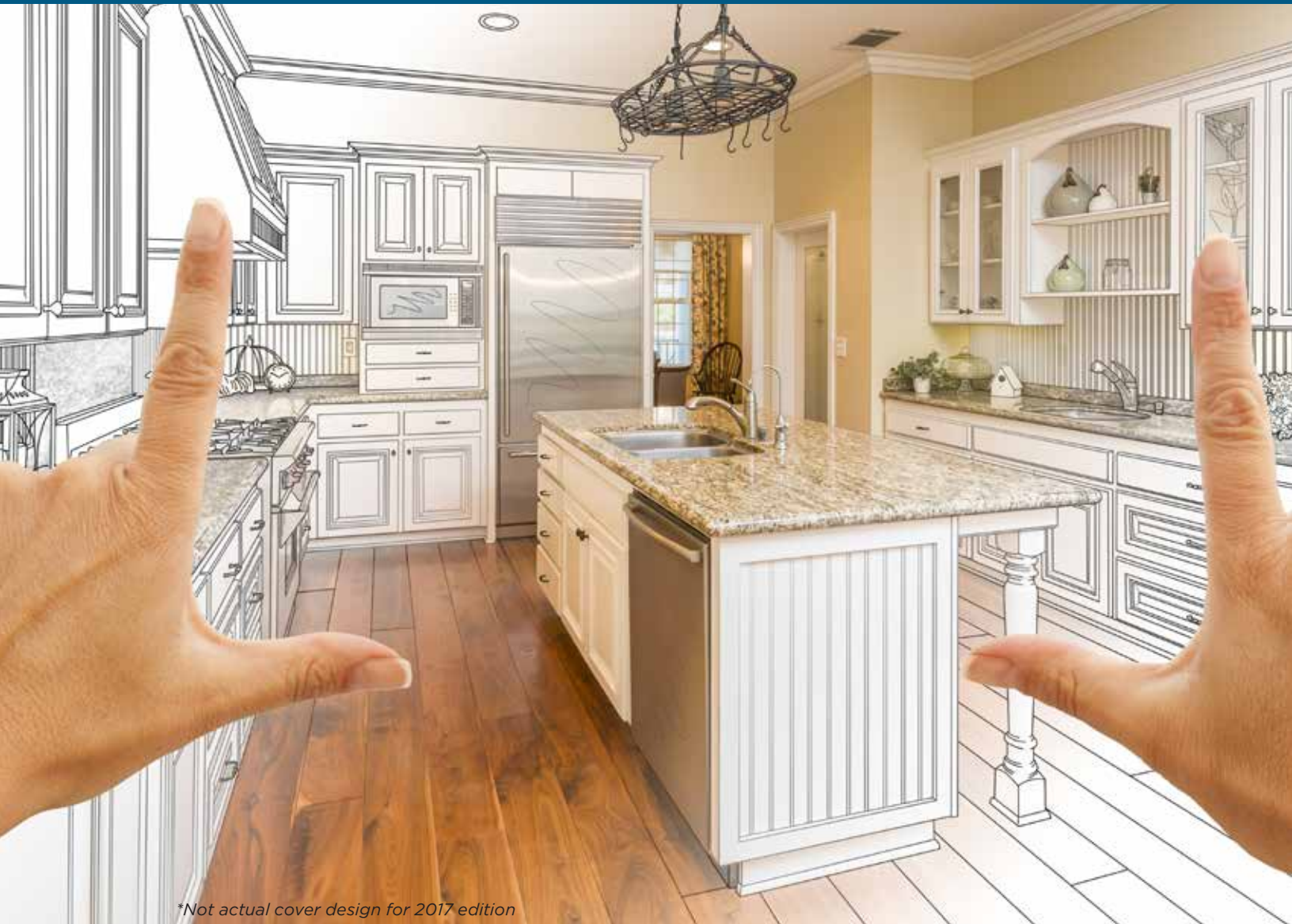


# MEDIA KIT

## 2017 Marin Home Resource Guide

Inspiration | Expertise | Local Building Professionals



*\*Not actual cover design for 2017 edition*

presented by



[marinbuilders.org](http://marinbuilders.org)

# Inspiration, Expertise & Local Building Professionals



**Rick Wells**  
Chief Executive Officer  
Marin Builders Association

We're happy to share with you that beginning in early 2017 our signature publication is being rebranded, relaunched and expanded. *Marin Home Magazine* will evolve into the annual *Marin Home Resource Guide* - Presented by the Marin Builders Association. The premier 2017 edition will publish in the spring. Our goal is to produce a publication that provides great value for advertisers, association members and homeowners across Marin and the North Bay while calling attention to the work and mission of our association.

This new resource guide will have twice the distribution that our magazine did and is designed for use and value all year long. Plus we're adding exciting, essential content that will provide inspiration and resources for construction projects of all types.

We look forward to your partnership on this premier publication.



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Marin Builders Association, 660 Las Gallinas Avenue, San Rafael, CA 94903, 415.462.1220



# Target Audience & Demographics

## Audience-At-a-Glance

*Marin Home Resource Guide* connects with Marin County residents who are well educated, affluent and successful homeowners preparing to undergo their next home improvement project. Specifically, our audience includes those who have recently acquired building permits, as well as people who have just purchased a home in the area.

## CIRCULATION

**20,000**

Annual guaranteed Marin County rate base

## CIRCULATION MIX

**75%**

Direct mailed to new homeowners, recent permit applicants and their surrounding neighborhoods

**15%**

POP: Strategic retail partners across Marin County

**10%**

Direct distribution to leading building industry professionals in Marin County throughout 2017

Age Range	35 to 65+
HHI	\$145,000 - \$500,000+
Male	49%
Female	51%
Home Value Range	\$600,000 to \$1,000,000+
Median Home Value	\$785,100
4-Year Degree or Higher	55%
Post-Graduate Degree	30%

## DIGITAL EXPOSURE

**50,000 IMPRESSIONS PER MONTH**

A virtual copy will exist on the Marin Builders Association website, [marinbuilders.org](http://marinbuilders.org). It will be promoted all year long with an online banner ad campaign.

***Marin Home Resource Guide* ensures your business unmatched targeted access to key decision-makers, 20,000 Consumers and Professionals annually, including:**

- Recent building permit applicants
- New homeowners
- Leading building industry professionals

\*sources: infousa.com and <http://quickfacts.census.gov>





# 2017 Print Rates, Editorial Departments & Print Deadlines

We're partnering with a local firm, Big Cat Advertising, to help bring the 2017 Marin Home Resource Guide to life.

**For all display ad info contact:**

Leonard J. Sbrocco  
leonard@bigcatadvertising.com  
707.364.7292

SIZE	NON MEMBER PRICE	NON MEMBER EARLY BIRD PRICE (5% DISC.)	MEMBER PRICE (15% DISC.)	MEMBER EARLY BIRD PRICE (20% DISC.)	CORNERSTONE PRICE (ALWAYS 50% DISC.)
SPREAD	\$8,500	\$8,075	\$7,255	\$6,800	\$4,250
BACK PREMIUM	\$5,450	\$5,178	\$4,633	\$4,360	\$2,725
INSIDE FRONT PREMIUM	\$5,350	\$5,083	\$4,548	\$4,280	\$2,675
INSIDE BACK PREMIUM	\$5,225	\$4,964	\$4,441	\$4,180	\$2,613
FULL PREMIUMS	\$5,100	\$4,845	\$4,335	\$4,080	\$2,550
FULL PAGE	\$4,750	\$4,513	\$4,038	\$3,800	\$2,375
2/3 PAGE	\$3,500	\$3,325	\$2,975	\$2,800	\$1,750
1/2 PAGE	\$2,675	\$2,541	\$2,274	\$2,140	\$1,338
1/3 PAGE	\$1,825	\$1,734	\$1,551	\$1,460	\$913
1/4 PAGE	\$1,400	\$1,330	\$1,190	\$1,120	\$700
PREMIUM LISTING	N/A	N/A	\$125	\$119	\$63

\*NARI members qualify for Marin Builders member rate

## EDITORIAL DEPARTMENTS/TOPICS\*

**Real Estate:** Tips to increase home value and creating curb appeal

**Remodeling & Renovation:** Top trends and tips, do's and don'ts, easy DIY tutorials from professionals and experts, "before and after" projects

**Home Ownership:** The challenges and successes of home purchasing, ownership, selling and improvement

**Smart Home:** Latest news and developments in home automation

**Maintenance:** Professional advice to simplify home care

**Home Security:** Covering new innovations to protect your home

**Commercial Improvements:** How to make the most of your business resources

**Community:** Coverage of Marin Builders Association community outreach and partnerships

**Marin Builders Member Corner:** Coverage of Marin Builders programs, events, and members

**Directories:** Two complete Marin Builders Association Member directories, one by category and one by company name

\*All content under consideration

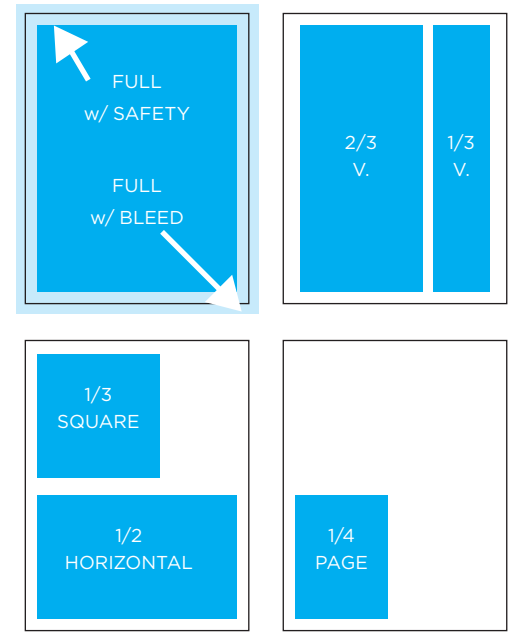
## CALENDAR & PRINT DEADLINES

ISSUE	PUBLISHED	EARLY BIRD CLOSE	AD CLOSE	MATERIALS DUE
2017	APRIL 2017	01.20.17	02.17.17	03.03.17

# Print Specifications & Mechanical Specifications

TRIM	SAFETY FROM TRIM	BLEED	BINDING
9"w x 10.75"h	.25" on all sides	.125" on all sides	Perfect

UNIT	LIVE AREA	TRIM	BLEED
SPREAD	Set up as a two-page facing document using sizes for the full page.		
FULL PAGE	8.5"w x 10.25"h	9"w x 10.75"h	9.25"w x 11"h
2/3 PAGE vert.	5.125"w x 9.625"h	N/A	N/A
1/2 PAGE horiz.	7.875"w x 4.75"h	N/A	N/A
1/3 PAGE vert.	2.5"w x 9.625"h	N/A	N/A
1/3 PAGE square	5.125"w x 4.75"h	N/A	N/A
1/4 PAGE	3.875"w x 4.75"h	N/A	N/A



## Media

All ad partner supplied creative needs to be submitted digitally to your Marin Home Resource Guide rep.

## File Types Accepted

CMYK PDF/X1-A2001  
InDesign, Photoshop and Illustrator.

## Fonts

Include all screen and printer fonts with files. Illustrator files need fonts outlined or submitted. We do not provide fonts.

## Borders

A one point black border will be added to fractional (less than full page) ads.

## Document Setup Guidelines

Full page and spread ads require minimum of 1/8" bleed. Avoid stylizing fonts in design programs.

## Resolution

Image files need to be at least 300 dpi at 100% print size.

## Color

Files should be submitted as CMYK, not RGB or LAB. Total ink density not to exceed 280%. Without a suitable hard copy proof submitted, color matching has a margin for error.

## Proofs

For the best results, supply a hard copy of a high quality, color proof for color matching. If no such proof is supplied, no guarantees can be made on the accurate reproduction of the ad file on press. No exceptions. Proofs sent from Marin Home Magazine are lo-res PDFs to be used for review for placement and copy changes only.

## Reproduction Liability

Marin Home cannot assume responsibility for ad partner satisfaction if supplied materials don't comply with specs.

## Filename

Use company name in your file name and please avoid spaces and non-letter characters, such as \*&#!^%+><, in file names. Use hyphens (-) or underscores (\_) when necessary.

# Directory & Ad Creation

## HIGHLIGHTED DIRECTORY LISTINGS

Stand out from the rest. A highlighted listing includes a highlighted background on your company listing in the *Marin Home Resource Guide* directory by name as well as the directory by category.\*

\*Not to be confused with an enhanced listing in the online directory on [marinbuilders.org](http://marinbuilders.org)

Licensed Contractors, Materials Suppliers & Associated Services			
<b>ACCOUNTING</b> Accubex Corporation 415.883.7733 X 110 accubex.com  EAC 415.498.9400 eckhoff.com  Maher Accountancy 415.459.1249 mahercpa.com  Martin & Harris 415.454.2021 martin-harris.com  Mato Account Works 415.472.3946  Standards of Excellence 415.453.6070 standardsexcellence.com  <b>ARCHITECTS &amp; DESIGNERS</b> Bilgari Design 415.447.3358 bilgardesign.com  Brock Wagstaff Architects 415.383.2160x102 wagstaffarchitects.com  Janus Design Consulting lc. 12267 415.456.1366  Ken Kay Associates lc. 2230-CA 415.956.4472 kenkays.com	Lilypal Homes 415.250.5117 lilypalhomes.com  Mahoney Architects & Interiors 415.389.1058 mahoney-architects.com  Michael Harlock Architect 415.924.5714 harlockarch.com  Michael Rex Associates 415.331.1400 michaelrexassociates.com  Pederson Assoc. Landscape Architects 415.456.2070 pedersenassociates.com  Spatial Design 415.457.3195 spatialdesign.com  Sunrise Home 415.456.3939 sunrisehome.com  <b>AUDIOVISUAL &amp; LOW VOLTAGE</b> Audio Video Integration 415.526.0070 avimarin.com  High Definition Home Inc. lc. 814767 C7 415.499.1400 highdefinitionhome.com  SRS Custom Integration lc. 815490 C7 415.446.4119 srscustomintegration.com	<b>AUTOMOBILE</b> Cartelligent Fleet 415.331.4270 cartelligent.com/fleet  Lynch & Sons 415.459.9823  RAB Motors 415.651.4424 rabmotors.com  <b>BANKS &amp; FINANCIAL INSTITUTIONS</b> Bank of Marin 415.485.2265 bankofmarin.com  California Bank and Trust 415.524.1212 calbanktrust.com  Presidio Bank 415.456.6000 presidiobank.com  Redwood Credit Union 707.545.4000 redwoodcu.org  Union Bank 415.446.1859 unionbank.com  <b>CABINETRY</b> Aurora Cabinets & Countertops, Inc. lc. 288206 D12,D24 415.472.4171 auroracabinets.com	California Space Organizers, Inc. lc. 860993 D34 415.454.7477 calspacorganizers.com  Gaidmore Furniture 415.884.2939  Integral Design lc. 537763 C6 415.454.5025 integraldesignwoodwork-ing.com  Kitchens by Ken Ryan 415.897.3800 kitchensbykenryan.com  RC Cabinets & Closets lc. 985074 C6 707.664.1900 rccabinetsandclosets.com  Steinbach Cabinet Shop lc. 694518 C6 415.453.7322  Studio Suisunero Bay Area 415.332.1745 suisunerochic.com  The Last Inch, Inc. lc. 990565 C6 923.738.0006 thelastinch.org  <b>CONCRETE, ASPHALT, GRAVEL &amp; SAND</b> Able Concrete Pumping lc. 984434 D06 707.291.4334  C.I.Y. Incorporated lc. 680830 CA,JA 707.763.6981 sonomarin.com  De La Montanya Trucking 707.765.0725  Deluxe Shotcrete & Concrete Construction lc. 808915 CA 707.568.1209 deluxeshotcrete.com  Devincenzi Concrete Construction lc. 338998 CA 707.546.3113  Dutra 415.258.6876 dutrargroup.com  Imbimbo Concrete, Inc. lc. 638907 A,C8 650.991.3384  Marin Landscape Materials 415.897.1337 clldgravel.com  Rich Readmire Concrete, Inc. 415.924.1040  Shamrock Materials, Inc. 415.455.1575 shamrockmaterials.com  Van Middle & Son Concrete lc. 676584 CA 415.459.2530 vanmiddleconcrete.com

## AD CREATION

Our creative services team will help you design a professional branded ad that you will be proud to use when marketing your business. Pricing for creative services will be determined according to your specific needs. Additional reproduction rights for design and photography are negotiable. Contact your advertising account executive for more information.

For more info contact our partners at **Big Cat Advertising:**

Leonard J. Sbrocco  
leonard@bigcatadvertising.com  
707.364.7292

