

# GRANITE STATE BUILDER

OFFICIAL MAGAZINE OF THE NEW HAMPSHIRE HOME BUILDERS ASSOCIATION



## 2018 MEDIA KIT

# GRANITE STATE BUILDER

OFFICIAL MAGAZINE OF THE NEW HAMPSHIRE HOME BUILDERS ASSOCIATION

**LOCAL** publication about and for the NHHBA 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, *Granite State Builder* (GSB) magazine is the official publication for the New Hampshire Home Builders Association in partnership with McLean Communications. *Granite State Builder* is written for and by industry professionals.

*Granite State Builder* 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 keeping you in touch with GSB readers and construction pros.



#### Ad Materials Deadlines:

##### SPRING 2017 ISSUE

February 1

##### SUMMER 2017 ISSUE

May 1

##### FALL 2017 ISSUE

July 31

##### WINTER 2018 ISSUE

November 30

## IN EVERY ISSUE

### ■ Special Report:

An emphasis on a particular crucial issue ongoing in the building industry.

### Departments:

#### ■ GSB Buzz

A roundup of upcoming local events, classes, projects, and other news in the home building industry.

#### ■ Legal Matters

A monthly column covering state and federal regulations and laws that impact the home building industry.

#### ■ Marketing Spotlight

Updates on the NHHBA's marketing and public relations committee.

#### ■ Build Green

Perspectives on eco-friendly construction and remodeling.

#### ■ Government Affairs

Recent developments in the state and federal governments and their impact on home builders, remodelers, and other members.

#### ■ The Finish Nail

A satirical article written by Paul Morin

## Reader Profile:

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.

**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

**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:

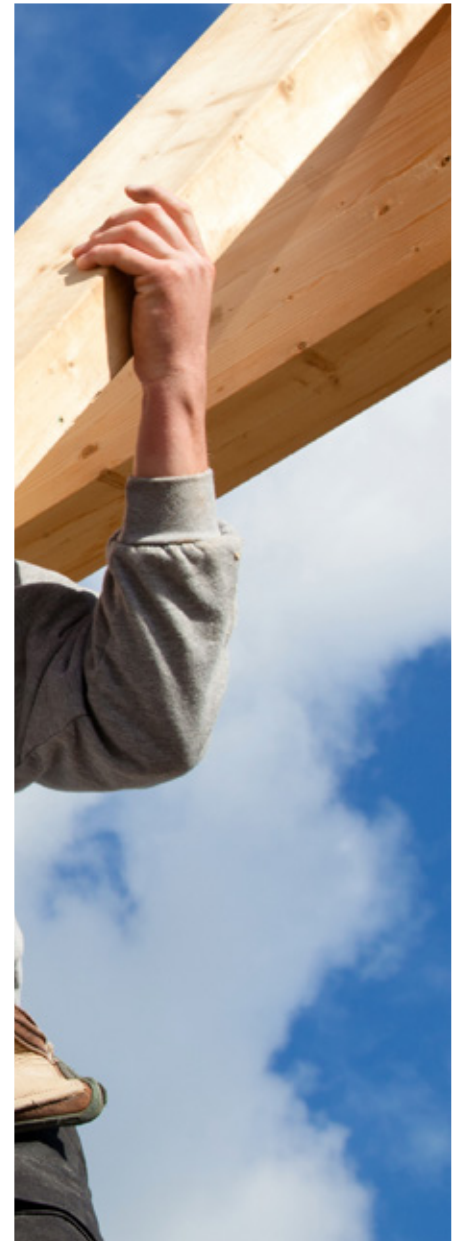
GSB will be mailed to all NHHBA members and will be available at all HBRANH state and local offices. Also, copies will be sent to non-member qualified building professionals in the areas of banking, finance, law, sustainability, landscape, and real estate. Distribution will include member showrooms, industry events, and wholesale and retail outlets such as lumber yards, plumbing, electrical supply, and showrooms throughout the state. A digital edition will be available the NHHBA website.



Roper Research reports that readers and advertisers find that trade and/or custom publications

- Provide useful information
- Help 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

Advertising Rates:	1-3X	4X
Spread .....	\$2,800.....	\$2,240
Full page .....	\$1,700.....	\$1,360
Half Page .....	\$1,275.....	\$1,020
Quarter page .....	\$850.....	\$500

## Premium Positioning:

Back Cover .....	\$2,550 .....	\$2,040
Inside Front Cover ...	\$2,150 .....	\$1,720
Inside Back Cover ....	\$2,150 .....	\$1,720
Page One.....	\$1,800 .....	\$1,440
Opposite TOC .....	\$1,800 .....	\$1,440
First 10 Pages .....	\$1,800 .....	\$1,440

## Back of the Book / Marketplace:

Eighth page ..... \$340

## Special Advertising Sections:

Bellybands, Polybags, Tip-ins and pullouts  
Contact: Jessica Schooley, 603-413-5143

## Membership Advantages:

NHHBA members get  
a 10% discount



## Advertisement Sizes:

<b>2-PAGE SPREAD BLEED</b> Leave 1 inch space between important graphics/text where they cross the center gutter (or .5 inch each side)	<b>FULL PAGE BLEED</b> Inset 3/8" from trim edge for text, logos & important photo parts	<b>FULL PAGE NO BLEED</b>	<b>HALF PAGE</b>	<b>1/4 PAGE</b>	<b>MARKETPLACE</b> 
2 Pg. Spread (Bleed): 16.5"w x 11.125"h trimmed size: 16.25"w x 10.875"h	Full Page (Bleed): 8.375"w x 11.125"h trim: 8.125"w x 10.875"h	Full Page 7"w x 10"h	1/2 Page 7.00"w x 4.95"h	1/4 Page 3.5"w x 4.875"h	

## Supply Files:

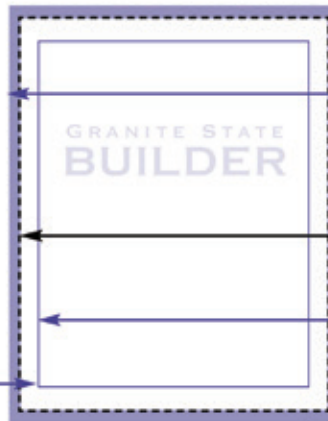
- Send files larger than 7MB using [www.yousendit.com](http://www.yousendit.com)

- Email files under 7MB (JPGs, PDFs or compressed folders)

- Mail a CD - with paper proof

Contact us for assistance

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



## 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: 8.375"w x 11.125"h

**TRIM** – Edge of the magazine page  
Trim Size: 8.125"w x 10.875"h

**SAFETY GUIDE** – No text, logos, or important parts of photos beyond  
Safe Area: 7"w x 10"h

## Advertising Sales:

Jessica Schooley, 603-413-5143  
jschooley@mcleancommunications.com

McLean Communications  
150 Dow Street; Manchester, NH 03101

## Editorial Inquiries:

Bill Burke, 603-413-5112  
bburke@mcleancommunications.com

McLean Communications  
150 Dow Street; Manchester, NH 03101

## Digital Requirements:

### Acceptable Formats:

- Adobe InDesign CS6 or below
- Adobe Photoshop CS6 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 CS6 or below (EPS)

### 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).

