

*More than just a magazine*

**JOIN FLORIDA'S FASTEST GROWING  
ADVERTISING NETWORK!**



ADVERTISING  
**MEDIA KIT**  
**2023**

# BEST DEALS BOOK

## YOUR GUIDE TO LOCAL SAVINGS

Exclusively  
**HOME**  
IMPROVEMENTS



# MEDIA KIT



Best Deals & Exclusively Home Improvement publications are Florida's premier resource for all things related to home and lifestyle.

We are the place affluent consumers trust for everything related to home and personal betterment - expanding their horizons to give form to their lifestyle dreams.

We invite local consumers to browse the most innovative styles, exquisite interiors and connect them to the best local providers throughout Florida.

Every month, our publications reach disposable income households which include the most affluent homeowners in the region.

When it comes time to create their optimum living spaces, our targeted readers take their cue from the pages of Best Deals Book & Exclusively Home Improvements magazine. **And your business flourishes.**

– Walter Kostiuk, Editor in Chief



**BEST DEALS BOOK**  
YOUR GUIDE TO LOCAL SAVINGS

**Exclusively HOME**  
IMPROVEMENTS

**Home of the  
BEST  
CHOICE  
AWARDS**



CELEBRATION OF LOCAL BUSINESSES CHOSEN BY YOU!





# AFFLUENT READERSHIP

**BEST DEALS BOOK**  
YOUR GUIDE TO LOCAL SAVINGS

**HOME**  
IMPROVEMENTS

## Zone 1:

Tampa Bay West- Pinellas County 100,000

## Zone 2:

Tampa Bay East - Hillsborough County 100,000

## Zone 3:

Sarasota / Manatee Counties 100,000 Homes

## Zone 4:

Charlotte County 50,000 Homes

## Zone 5:

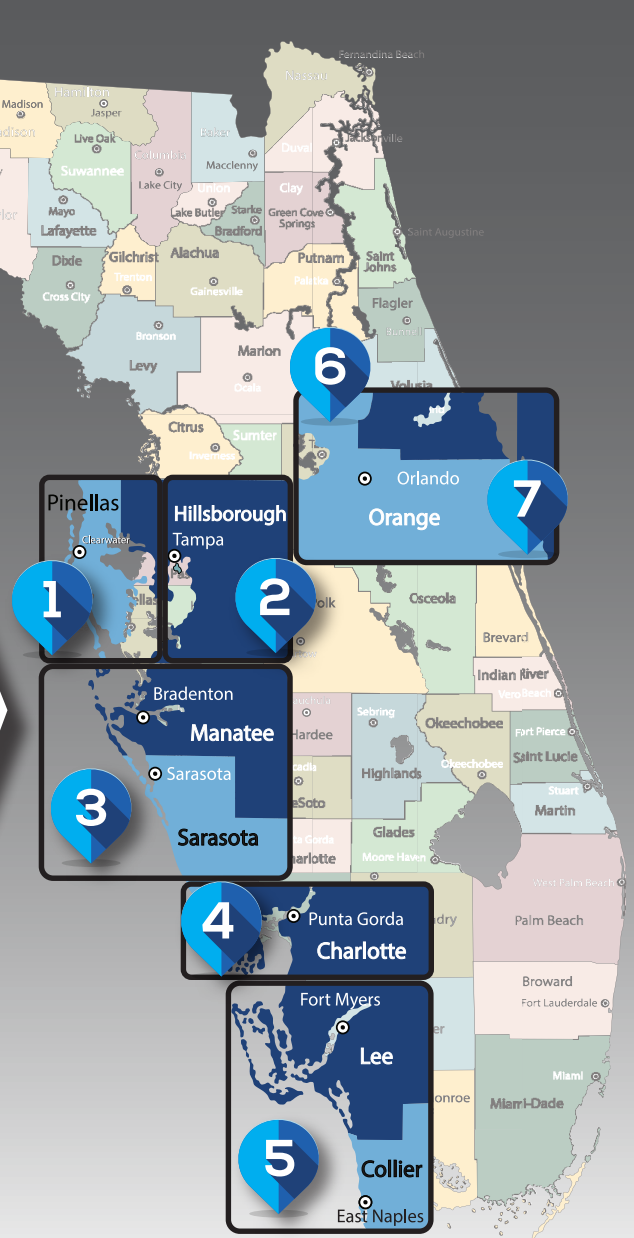
Lee / Collier Counties 100,000 Homes

## Zone 6:

Orlando North 100,000 Homes

## Zone 7:

Orlando South 100,000 Homes



## DID YOU KNOW?

- We deliver to over 1 Million Targeted Homes Every Month.
- Our Targeted Homes are Owner Occupied.
- We Deliver to the Highest Home Values & Highest Average Incomes.
- 75% of our Readers Purchase Services & Products from our Magazine.
- 66% of Readers intend on Remodeling within 12 months.

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# Exclusively HOME

## IMPROVEMENTS

### Affluent Demographics



TARGET DEMOGRAPHIC  
TOP HOME VALUES

**22%**

COMBINED HOME  
AVERAGE INCOME

**\$114K**

AVERAGE AGE  
OF HOMEOWNER

**61**

AVERAGE HOME  
VALUE

**\$788K**

ANNUAL  
FREQUENCY

**12X**

IN MAILBOXES  
THE WEEK OF THE

**1st**

AVERAGE  
NET WORTH

**\$2.7M**

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# BEST DEALS BOOK

## YOUR GUIDE TO LOCAL SAVINGS Disposable Income Demographics



HOMEOWNERS

**100%**

COMBINED HOME  
AVERAGE INCOME

**\$112K**

AVERAGE AGE  
OF HOMEOWNER

**59**

AVERAGE HOME  
VALUE

**\$635K**

ANNUAL  
FREQUENCY

**12X**

IN MAILBOXES  
THE WEEK OF THE

**15th**

AVERAGE  
NET WORTH

**\$1.62M**

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# MARKETING AT your fingertips!

**FREE  
Ad Design**



**FREE  
Call Tracking**



**GUARANTEED  
RESULTS!**

**PRINT, MOBILE & WEB**

Our print magazines offer a sense of security that your customers need in this new age of technology. Mailed right to their home, they have a tangible magazine that doesn't disappear with one click or isn't a pop up.

Our beautiful magazines will attract their eye as they flip through the pages, while our publications live in homes long after arrival to reinforce your company's brand.

Best Deals Book also reaches an even broader audience through our favorite devices! We provide FREE web and mobile access to your business - *and it is only a click away!*



## Get New Customers Today!

- **NEVER MISS A CALL**  
*24 / 7 Tracking*
- **REAL-TIME CALLING**  
*Immediately Transfers*
- **PERFORMANCE GUARANTEE!**  
*Test our Network*
- **ACCESS TO CALL HISTORY**  
*Listen to Every Call*
- **MANAGE & IMPROVE SALES**  
*Monitor Customer Service*
- **FOLLOW UP ON LEADS**  
*Respond to Missed Calls*

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# AFFLUENT READERSHIP

## WHY DO I NEED CALL TRACKING?



***Ring Ring!*** It's your customers calling. They are ready to do business with you and they got your number from...*wait, you have no idea where they found your number!*

You've spent a lot of money on your marketing, whether business cards, mailers, flyers or magazine ads. But which one works the best? Without call tracking it's going to be difficult to figure out which marketing strategies are working.

Call tracking can help, whether you're a small business owner or marketer for a large corporation.

Call tracking works by assigning a local phone number and linking it to your business phone, so that when the number is called, it calls your business line.



**The assigned number is tied to technology that has the ability to track:**

- **Caller Information** (Phone, Location, Name)
- **Call Details** (Date/Time, Duration)
- **Call Recording** - may be used to record calls to help you stay on top of customer service & the performance of your staff.
- **Call Source** - when in different zones or multiple magazines.

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# HOW WE GUARANTEE RESULTS



We don't lock our clients into long contracts, so there is no risk when trying us out. If you decide our proven methods for success aren't for you, we'll part ways amicably.

Our promise to you: If you do not receive any phone call leads after 30 days from when your ad hits homes, you can terminate your agreement with no strings attached.

Further, if after 90 days your total sales generated from your advertisement are not greater than your combined advertising investments, you can terminate your agreement without penalty or further cost to you, the Advertiser.



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# ADVERTISING WITH US PROVIDES YOU WITH EXTENSIVE EXPOSURE IN BOTH THE PRINT & DIGITAL MAGAZINE.

**Best Deals Book** is always ahead of the curve in creating innovative ways to market your company. To help you achieve better results with your advertising dollars, we offer this extensive Triple Impact Advertising Package that includes print *and* website exposure, allowing you to reach more customers faster.

We also place your ad each month on our website homepage as complimentary value. The digital magazine version is emailed to our email subscribers each month before the printed publication arrives in mailboxes, increasing the shelf life of your advertising. Special features and social media posts drive the viewer to your business.



## PRINT

Reserve ad space in the magazine.

Your advertisement will appear in the Print Version of the magazine and be seen by subscribers and delivered to affluent homes as soon as the magazine is published each month.

## ONLINE ACCESS

Your ad also appears automatically in the full digital version so readers have instant and constant access to all the content.

The Digital Version, featuring your advertisement, reaches subscribers much earlier than the printed edition. This means viewers can quickly search through the pages online for the new offers they want so you can make sales sooner. In addition, your advertisement will have a live link to your website and phone number so you can receive inquiries direct from the customer.



## SOCIAL MEDIA

Email blasts and social media communications throughout each month to our exclusive list of followers and publicly seen by thousands in your area.

Dedicated to maintaining a strong presence online, we continually market to a broader audience. Our email marketing campaigns and social media outreach ensure your ad is available to everyone easily, efficiently and right on time.




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# CALENDAR & PRODUCTION SCHEDULE 2023


It takes at least 3+ days for the USPS to fully distribute all magazines excluding weekends and holidays.

Issue: The published issue month of the magazine ▪ Ad Deadline: Final day for agreement & artwork submission.

Exclusively Home Improvements Art Deadline 

Exclusively Home Improvements In-Homes 

Best Deals Book Art Deadline 

Best Deals Book In-Homes 

January						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4		5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

March						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

April						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

May						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

June						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

July						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

September						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

October						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

November						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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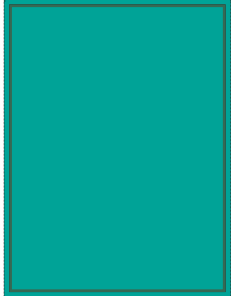
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**Magazine General Specifications**  
**Final Trim:** 8.25" x 10.75" (magazine)  
**Bleed:** 0.25" **Safety:** 0.25" (print)  
**Color Mode:** CMYK (print)  
**Resolution:** 300dpi (print)

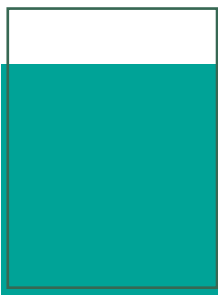
# OUR ADVERTISING SPECS

**Front Cover**



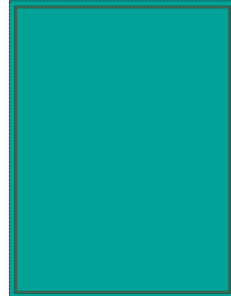
**Trim Size:** 8.25" X 10.75"  
**Bleed Size:** 8.75" X 11.25"  
**Safety:** 0.25"

**Back Cover**



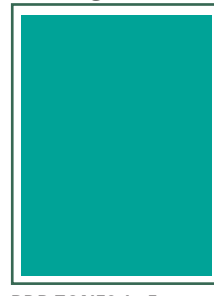
**Trim Size:** 8.25" X 9.2"  
**Bleed Size:** 8.75" X 9.4"  
**Safety:** 0.25"

**Full Page (with bleed)**



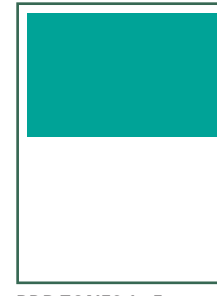
**Trim Size:** 8.25" X 10.75"  
**Bleed Size:** 8.75" X 11.25"  
**Safety:** 0.25"

**Full Page (no bleed)**



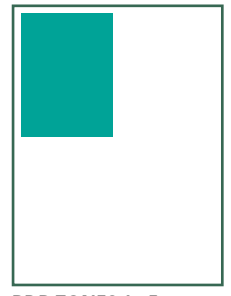
**BDB ZONES 1 - 5**  
**Ad Size:** 7.5" X 9.65"  
**EHI & BDB ZONES 6 - 7**  
**Ad Size:** 7.75" X 10"

**Half-Page**



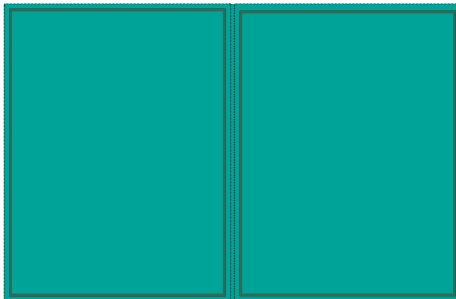
**BDB ZONES 1 - 5**  
**Ad Size:** 7.5" X 4.72"  
**EHI & BDB ZONES 6 - 7**  
**Ad Size:** 7.75" X 4.875"

**Quarter- Page**



**BDB ZONES 1 - 5**  
**Ad Size:** 3.72" X 4.72"  
**EHI & BDB ZONES 6 - 7**  
**Ad Size:** 3.75" X 4.875"

**Two-Page Spread - (Double Truck)**



**Trim Size:** 16.5" X 10.75"  
**Bleed Size:** 17.00" X 11.25"  
**Safety:** 0.25"

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## BLEED, TRIM & SAFETY:

Full page and two page spreads must be designed with full bleed. Any full bleed ad, including the front and back covers, requires a 1/4" bleed. Quarter and half page ads do not use bleed and must be designed to size. Ads designed with bleed must adhere to the recommended safety margin and keep all text 1/4" from the final trim size. Front covers are designed by Best Deals Book Design team with client provided photos or stock images. Safety, or margin, is the distance from the "safe area" to the trimmed edge of the ad.

## COLOR:

Advertisers understand and accept that in our normal 4-color, web offset printing process, color variations can occur and differences in the quality of paper may cause slight variation in color, clarity and overall appearance between digital proofs and the printed magazine.

## SOFTWARE:

Our design team uses the Adobe Creative suite of applications. FREE Design services are included with the purchase of any ad developed by Best Deals Book and EHI magazines and can only be used in our publications and products. We do not provide high-resolution files for use in other media.

## SUBMITTED MATERIALS:

The advertiser warrants and represents they have legal permission to use all material submitted to BDB & EHI and it does not violate any copyright laws. Please see agreement for more details.

## ARTWORK SUBMISSION:

Design files may be submitted electronically via email, Drop Box, Google Drive or almost any other digital means. Contact the Art Director for other acceptable forms of submission. All submissions will be reviewed prior to placement; and BDB & EHI reserves the right to make adjustments to any designs violating the terms and conditions of the advertising agreement.



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# WHAT PEOPLE ARE SAYING



## Mister Sparky

"Those guys are top notch and their attention to detail is off the charts! Really happy with the art and design work." - Daniel K., Sarasota, FL



## B&G Window Fashions

"We have grown our business 1000% year-over-year with Best Deals! Highly recommend them." - Coby G., Sarasota, FL



## Harper's 1980

"The experience with Best Deals Book has exceeded our expectations. They are leaders in the industry. I would encourage any business to advertise with them." - Brian W., Port Charlotte, FL



## Rollshield

"The best leads come from Best Deals Book. We close almost everyone who calls us from Best Deals! Best Deals Book delivers real buyers!" - Greg M., Pinellas FL



## Spartan Closet Solutions

"Best Deals is the only and best print advertising we use! Best Deals is better than all other print magazines, digital and radio advertising we have used over the years." - Jeremy T., Sarasota, FL



## Sun Protection of Florida

"Best Deals has been consistently the best lead generation tool to help us get the highest quality leads over the years." - Robert F., Sarasota, FL

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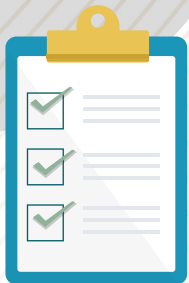


# BEST CHOICE AWARDS



## Our Biggest Event of the Year!

It's an annual celebration of the **Best-in-Class** businesses chosen by local consumers across a variety of home and lifestyle categories and showcased to **over a million consumers across Florida!**



## Who's Eligible?

**Any home service business** operating in Pinellas, Hillsborough, Manatee, Sarasota, Charlotte, Lee or Collier counties.

## How do I Participate?

Simply nominate your favorite businesses at **bestdealsbook.com**

Open Nominations run through November 30th.

Voting begins December 1st and ends December 30th.

Winners are determined by the total number of votes in each category.



## PREVIOUS WINNERS INCLUDE:



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