

MORE THAN JUST A MAGAZINE - THE GULF COAST OF FLORIDA'S FASTEST GROWING ADVERTISING NETWORK!

# 2020 ADVERTISING MEDIA KIT



**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 the Florida's Gulf Coast.

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

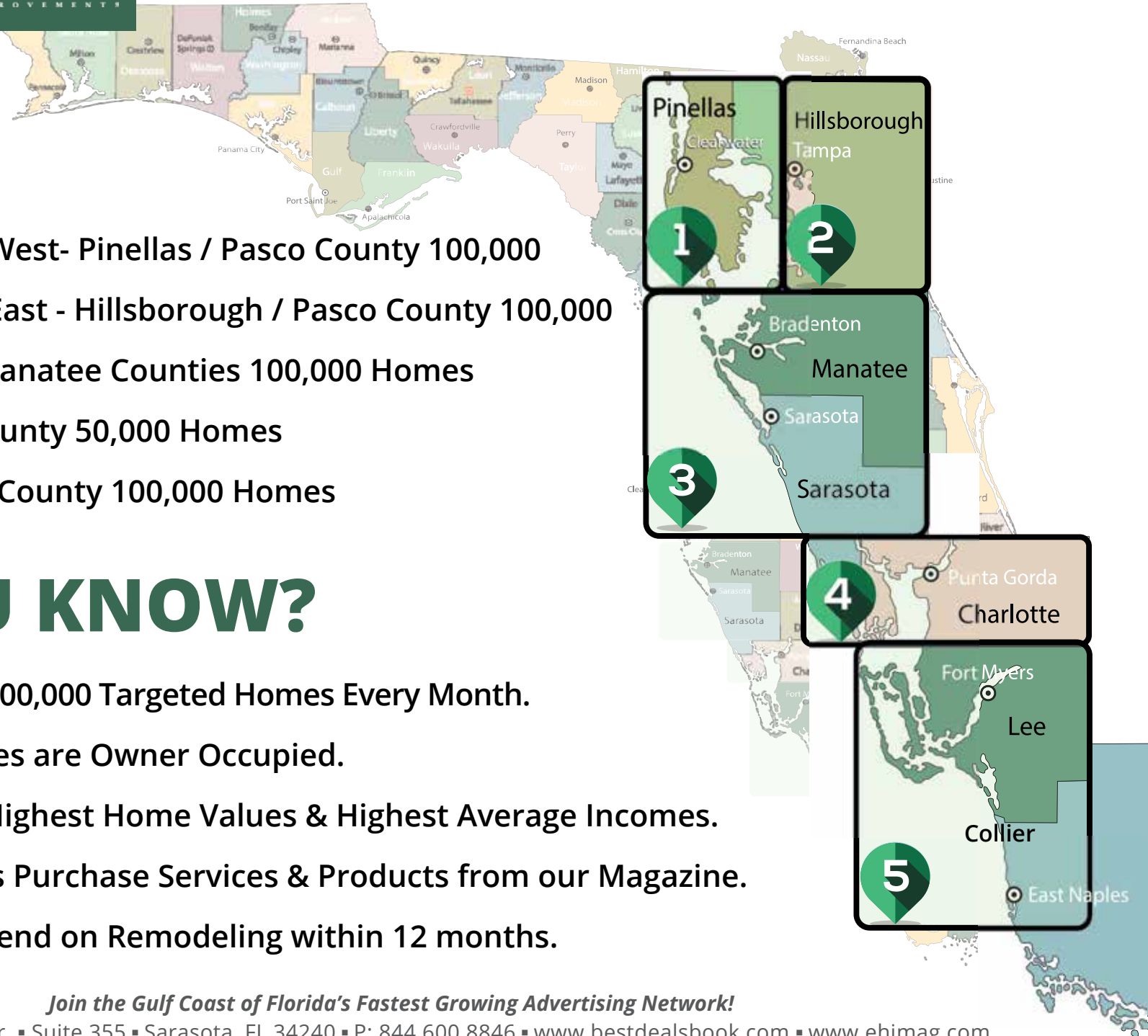
When it comes time to create their optimum living spaces, our targeted readers take their cue from the pages of Best Deals Book & Exclusively Home Improvements magazine. **And your business flourishes.**

- Walter Kostiuk, Editor in Chief



Home of the  
**SHOPPERS' CHOICE AWARDS**





**Zone 1** Tampa Bay West- Pinellas / Pasco County 100,000

**Zone 2** Tampa Bay East - Hillsborough / Pasco County 100,000

**Zone 3** Sarasota / Manatee Counties 100,000 Homes

**Zone 4** Charlotte County 50,000 Homes

**Zone 5** Lee / Collier County 100,000 Homes

## DID YOU KNOW?

- We deliver to over 500,000 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.

*Join the Gulf Coast of Florida's Fastest Growing Advertising Network!*

6151 Lake Osprey Dr. ▪ Suite 355 ▪ Sarasota, FL 34240 ▪ P: 844.600.8846 ▪ [www.bestdealsbook.com](http://www.bestdealsbook.com) ▪ [www.ehimag.com](http://www.ehimag.com)

# Exclusively HOME

I M P R O V E M E N T S

## Affluent Demographics



TARGET DEMOGRAPHIC  
TOP HOME VALUES

**20%**

COMBINED HOME  
AVERAGE INCOME

**\$141K**

AVERAGE AGE  
OF HOMEOWNER

**64.5**

AVERAGE HOME  
VALUE

**\$745K**

ANNUAL  
FREQUENCY

**12X**

IN MAILBOXES  
THE WEEK OF THE

**1st**

AVERAGE  
NET WORTH

**\$2.6M**

# BEST DEALS BOOK

YOUR GUIDE TO LOCAL SAVINGS

**Disposable Income Demographics**

HOMEOWNERS

**100%**

COMBINED HOME  
AVERAGE INCOME

**\$107K**

AVERAGE AGE  
OF HOMEOWNER

**60**

AVERAGE HOME  
VALUE

**\$454K**

ANNUAL  
FREQUENCY

**12X**

IN MAILBOXES  
THE WEEK OF THE

**15th**

READERS PLAN TO  
REMODEL IN 12 MOS

**\$1.43M**



# MARKETING AT YOUR FINGERTIPS!

**FREE** Ad Design + **FREE** Call Tracking = **GUARANTEED RESULTS!**

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*

PRINT, MOBILE & WEB



# 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.



# 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.

If, after 30 days from the effective date of your signed agreement, you do not receive performance in the form of any phone call leads or redeemed coupons we will agree to terminate your agreement without penalty or additional costs to you, the Advertiser.

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





# 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.

## 1 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.

## 2 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 receive inquiries direct from the customer.

## 3 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.



# BEST DEALS BOOK

## Exclusively Home Improvements Calendar & Production Schedule 2020

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

### In-Home Schedule

Exclusively Home Improvements in-home target date is the week of the 1st of every month and Best Deals Book in-home target date is the week of the 15th of every month.

It typically take at least 3 days+ depending on weekends, holidays, etc for the USPS to fully distribute all the magazines.

Please see your agreement for further details and art specifications or if you have any further questions, feel free to email us: [advertise@bestdealsbook.com](mailto:advertise@bestdealsbook.com)  
*Please see next page...*

### JANUARY

Exclusively Home Improvements  
Art Deadline: 12/15/19 In-Homes: 01/05/20

Best Deals Book:  
Ad Deadline: 01/05/20 In-Homes: 01/19/20

### FEBRUARY

Exclusively Home Improvements:  
Ad Deadline: 01/15/20 In-Homes: 02/01/20

Best Deals Book:  
Ad Deadline: 01/30/20 In-Homes: 02/15/20

### MARCH

Exclusively Home Improvements:  
Ad Deadline: 02/15/20 In-Homes: 03/01/20

Best Deals Book:  
Ad Deadline: 02/28/20 In-Homes: 03/15/20

### APRIL

Exclusively Home Improvements  
Art Deadline: 03/15/20 In-Homes: 04/01/20

Best Deals Book:  
Ad Deadline: 03/30/20 In-Homes: 04/15/20

### MAY

Exclusively Home Improvements:  
Ad Deadline: 04/15/20 In-Homes: 05/01/20

Best Deals Book:  
Ad Deadline: 04/30/20 In-Homes: 05/15/20

### JUNE

Exclusively Home Improvements:  
Ad Deadline: 05/15/20 In-Homes: 06/01/20

Best Deals Book:  
Ad Deadline: 05/30/20 In-Homes: 06/15/20

### JULY

Exclusively Home Improvements:  
Ad Deadline: 06/15/20 In-Homes: 07/01/20

Best Deals Book:  
Ad Deadline: 06/30/20 In-Homes: 07/15/20

### AUGUST

Exclusively Home Improvements  
Art Deadline: 07/15/20 In-Homes: 08/01/20

Best Deals Book:  
Ad Deadline: 07/30/20 In-Homes: 08/15/20

### SEPTEMBER

Exclusively Home Improvements:  
Ad Deadline: 08/15/20 In-Homes: 09/01/20

Best Deals Book:  
Ad Deadline: 08/30/20 In-Homes: 09/15/20

### OCTOBER

Exclusively Home Improvements:  
Ad Deadline: 09/15/20 In-Homes: 10/01/20

Best Deals Book:  
Ad Deadline: 09/30/20 In-Homes: 10/15/20

### NOVEMBER

Exclusively Home Improvements:  
Ad Deadline: 10/15/20 In-Homes: 11/01/20

Best Deals Book:  
Ad Deadline: 10/30/20 In-Homes: 11/15/20

### DECEMBER/HOLIDAY

Exclusively Home Improvements:  
Ad Deadline: 11/15/20 In-Homes: 12/01/20

Best Deals Book:  
Ad Deadline: 11/30/20 In-Homes: 12/15/20

**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)

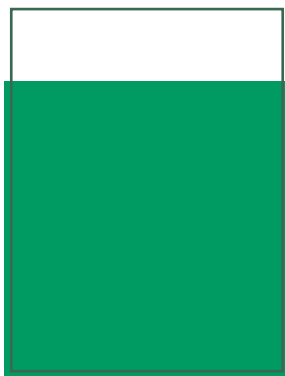
# OUR ADVERTISING SPECS

## Front Cover



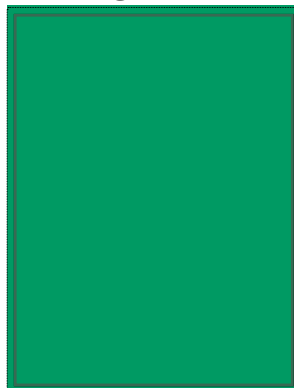
**Trim Size:** 8.25" X 10.75"  
**Bleed Size:** 8.75" X 11.25"  
**Safety:** 0.25"

## Back Cover



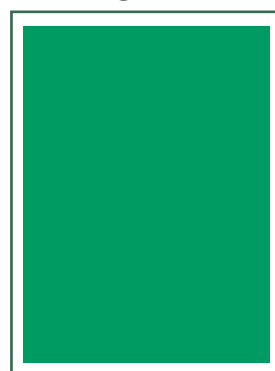
**Trim Size:** 8.25" X 9.2"  
**Bleed Size:** 8.75" X 9.4"  
**Safety:** 0.25"

## Full Page (with bleed)



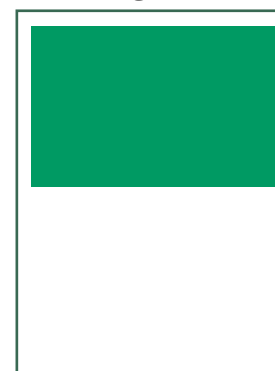
**Trim Size:** 8.25" X 10.75"  
**Bleed Size:** 8.75" X 11.25"  
**Safety:** 0.25"

## Full Page (no bleed)



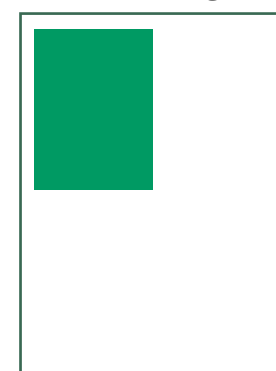
**Ad Size:** 7.5" X 9.64"

## Half-Page



**Ad Size:** 7.5" X 4.72"

## Quarter- Page



**Ad Size:** 3.72" X 4.72"

## Two-Page Spread - (Double Truck)



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

Copyright © 2020: BEST DEALS BOOK and  
EXCLUSIVELY HOME IMPROVEMENTS MAGAZINES  
All Rights Reserved.

### 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 exclusively use 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:

Advertiser warrants and represents all material submitted to BDB & EHI has legal permission to use and does not violate any copyright law. 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.

*Join the Gulf Coast of Florida's Fastest Growing Advertising Network!*

6151 Lake Osprey Dr. ■ Suite 355 ■ Sarasota, FL 34240 ■ P: 844.600.8846 ■ [www.bestdealsbook.com](http://www.bestdealsbook.com) ■ [www.ehimag.com](http://www.ehimag.com)



### **Affordable Closets**

"We get so much new work from Best Deals Book that we either have to hire new employees or turn away jobs. Great problem to have!" - *Michael H., Sarasota, Florida*



### **Best Home Services**

"Best Deals Book & Exclusively Home Improvements deliver on performance each month. They are the new #1 in direct mail advertising!" - *Zach M., Naples Florida*



### **Rolling Shield**

"Best Deals Book is by far the best advertising magazine we have ever used! We highly recommend it!" - *Bruce, H., Fort Myers, Florida*



### **Mister Sparky**

"The Best Deals Ad Design Team is the best in the industry at capturing the message we are trying to convey to our customers." - *Chris C., Sarasota, Florida*



### **Marygrove Sunshades**

"Best Deals Book & EHI Mag are both high quality advertising magazines that deliver a fresh solution into the hands of targeted households. They provide the qualified leads we are looking for each month to help us grow our business." - *Robert F., Sarasota, Florida*



### **New South Windows**

"This company has really grown quickly in the last year, they must be doing something right!" - *Amy R., Tampa, Florida*



# *Home of the* **SHOPPERS' CHOICE AWARDS**

**The community poll where savvy shoppers select the best product & service companies across the Gulf Coast of Florida!**

Best Deals Book's annual celebration of local businesses chosen by the savvy shopper engages the local consumer to vote for their favorite business across a variety of home and lifestyle categories.

Only the most nominated businesses are entered in the final vote and are eligible to win a **Shoppers' Choice Award**, highlighting their business as best-in-class in their marketplace.

**The winners are determined by the total number of votes in each category and participants who vote are entered for a chance to win a cash prize!**

