

Why Should the IndoorOutdoor



NOW AN
ALL GLOSS
MAGAZINE!!
HOME Style & IMPROVEMENT
RESOURCE

be the key to your marketing plan?



The Publication and Website Flat Out Work!!



Call our advertisers. With a great ROI for our advertisers, our re-sign rate is 90%! This is a proven marketing tool designed exclusively for the home service and goods provider. The IndoorOutdoor Resource is an award winning publication produced by an award winning advertising agency whose single focus is on the home goods and services segment, with 20 years of measurable results. Voted 'Best Bet for Success' by the AFCP.



Better by Design. All Glossy Stock, Full Color, Award Winning Design.

Your message is presented in a large full color magazine format on glossy stock and designed by an award winning ad agency. A full color ad on glossy stock has a 45% Higher Effectiveness rate than a black & white ad on newsprint.

According to Starch Research.



Every Penny Counts in This Tough Economy. NO Wasted Distribution.

NO Apartments, NO Businesses, NO Trailer Parks. Unlike coupon and shopper publications, you never pay for wasted distribution to consumers who have no need for your service or product. Put down the shot-gun and start marketing with the sharp eye of a rifle.

Question: *When was the last time an apartment or trailer park dweller called for your goods or services?*



Targeting the Areas Most Affluent Homeowners.

The median household income of our readership is \$108,957!!

We've meticulously researched and continually refine our mailing list to put your message in front of consumers who:

1. Have a need for your goods and services.
2. Have the discretionary income to purchase your goods and services.



It's All In the Delivery.

The IndoorOutdoor Resource is addressed to the homeowner, arriving in the homeowners mailbox as a stand alone publication. The combination of the publication being addressed to the homeowner, the high end magazine format and free standing delivery, sets your message apart from the "junk mail". Insuring your message makes it past the recycling bin and into the home.



Official Program for The Novi Home Shows. BONUS Distribution At All Shows!

In addition to our normal mailing, The IndoorOutdoor Resource is the Official Novi Home Show program which will be handed out to all Home Show attendees as they enter the exhibit area. This is tremendous exposure! Customers who attend these Shows usually have a project in mind - and come to compare products and prices. **Be apart of the Show!!**



Project Leads Processed Through Our Interactive Website - IndoorOutdoor.com

Our local print publication drives consumers to our locally run website, indooroutdoor.com. Homeowners can submit requests for your goods and services. In addition, they will browse the E-dition of The IndoorOutdoor Resource which has expanded editorial content, and enter to win fun sweepstakes and giveaways.



Dedicated to Promoting the Home Goods and Service Provider.

Each issue contains content specific to a readers biggest investment - their home. Monthly sweepstakes and special offers available to our readership - keeping them engaged and looking forward to the next issue. No ads from smoke shops, pizza parlors, cell phone stores and the alike. We leave that to the shopper and coupon flier publications. We are a full service ad agency focused on the home goods and services segment, with 20 years of measurable results.

70,000 Affluent Homeowners!

We've meticulously researched and continually refine our mailing list to put your message in front of consumers who:

1. Have a need for your goods and services.
2. Have the discretionary income to purchase your goods and services.

Northville
Median Household Income
\$117,500

Plymouth
Median Household Income
\$110,472

Novi
Median Household Income
\$115,253

Brighton
Median Household Income
\$101,591

**South Lyon/
Salem**
Median Household Income
\$100,092

Milford **NEW AREA!!**
Median Household Income
\$108,835



Does your current marketing campaign offer this type of exposure to your target demographic – The Homeowner?

Cost vs. Value Comparison.

Your Ad Reaches
70,000 Homeowners Each Issue
+
Your Ad Reaches
All Novi Home Show Attendees

All this for less than a penny per potential lead!!

Frequency rates...	OPEN	3 issues	6 issues	10 issues
Covers/Prem. Position	\$1400.00	\$1358.00	\$1316.00	\$1274.00
Full page	\$1100.00	\$1067.00	\$1034.00	\$1000.00
1/2 page	\$600.00	\$582.00	\$564.00	\$546.00
1/4 page	\$330.00	\$320.00	\$310.00	\$300.00
1/8 page	\$200.00	\$179.00	\$174.00	\$168.00

Inserting is available.

Prices includes representation on IndoorOutdoor.com

Representation includes access to qualified project leads generated from website. Print ad also appears in the e-dition.

BONUS/FREE DISTRIBUTION!



JAN./FEB. ISSUE

PUBLISH DATE: 01.23.12

SPACE RES: 01.03.12

SHOW DATES: January 27-29, 2012

MARCH ISSUE

PUBLISH DATE: 03.02.12

SPACE RES: 02.17.12

BONUS/FREE DISTRIBUTION!



APRIL ISSUE

PUBLISH DATE: 03.26.12

SPACE RES: 03.12.12

SHOW DATES: March 30-April 1, 2012

MAY ISSUE

PUBLISH DATE: 05.04.12

SPACE RES: 04.20.12

JUNE ISSUE

PUBLISH DATE: 06.04.12

SPACE RES: 05.18.12

JULY ISSUE

PUBLISH DATE: 07.02.12

SPACE RES: 06.18.12

AUGUST ISSUE

PUBLISH DATE: 08.03.12

SPACE RES: 07.20.12

SEPTEMBER ISSUE

PUBLISH DATE: 09.03.12

SPACE RES: 08.17.12

BONUS/FREE DISTRIBUTION!



OCTOBER ISSUE

PUBLISH DATE: 10.01.12

SPACE RES: 09.17.12

SHOW DATES: tbd

NOVEMBER ISSUE

PUBLISH DATE: 11.02.12

SPACE RES: 10.19.12

To advertise in the IndoorOutdoor Resource,
call Jim

PH: 734.453.6900

EMAIL: jim@indooroutdoor.com

For information regarding being an exhibitor at
the Novi Home Show(s), call Rosalie

PH: 313.600.5812

EMAIL: rosalielamb@charter.net