

WHY

advertise in **The Homesteader?**

Valuable repetition, pertinent editorial and lowest cost-per-contact available!

REPETITION

The Homesteader greets the new homeowner in their first month, and remains a part of their monthly reading for about two years—the most important time as far as purchasing and establishing buying patterns is concerned.

According to a recent report from the Bureau of Labor Statistics, a New Homeowner will average **\$4,323** just in property alterations, appliances and furnishings in the first year! New Homeowners spend **six times more** than existing homeowners during that time frame.

A consistent advertising campaign in *The Homesteader* will ensure that you reach New Homeowners *before* they establish their shopping habits. You will reach New Homeowners at all stages of “settling-in.” Best of all, our unique production and distribution method results in the lowest cost to reach New Homeowners: **as low as two cents per household!**

USEFUL EDITORIAL

Editorial that is geared to New Homeowners is an important part of our concept because it increases ad readership, gives the publication a 30-day shelf life, and gets readers thinking about the projects, improvements, and services they need immediately or in the near future. Regular columns include our Project of the Month, building and repair, decorating and design, gardening, travel and vacation, and even something just for kids! Don't forget to check monthly event listings in our Community Calendar. Being part of our editorial environment will reflect well on your business!

FIRST IMPRESSIONS

Every business wants to make a good first impression. Once the impression is made, continuity becomes the key. By maintaining a constant presence in *The Homesteader*, you get to the buyer quickly and are still being seen when the time comes to make purchasing decisions. Other New Homeowner services give you a one-shot chance—and it could be too early or too late in the decision-making process.

INTERACTION

The Homesteader is a community-driven, “good news” publication; our goal is to assimilate the reader to their new surroundings. Our readers look to us for advice on home-related projects and services. While subscriptions are free, readers are eager for our helpful information and participate in a number of interactive features like our Fake Ad™ contest, Reader Referral™, and Hidden Gem™ Awards. These programs add value to your advertising campaign.



ADDED SERVICES

The Homesteader offers a variety of other services to help businesses target New Homeowners.

These services include:

- Inserts
- Labels
- First Contact™

You can use First Contact™ as a direct-mail service, or purchase mailing labels, send coupons, or deliver inserts.

Fake Ad™

Our unique Find the Fake Ad™ contest ensures that readers look at each individual advertisement. Once they discover the ad that is not real, they can win a \$50 gift certificate to any advertiser, courtesy of *The Homesteader*. The contest is a great way to get readers to pay attention to each advertisement and to have some fun!

Column Sponsorships

Become a Sponsor of a *Homesteader* column! Sponsors are recognized with their logo at the top of the column and on our website. There are a variety of columns available, including decorating, home improvement, food & restaurant, travel, calendar, and more.

Since 1990

THE Homesteader

The Publication for New Homeowners

P.O. Box 26689, Collegeville, PA 19426-0689

PHONE: 610.792.3395

WEBSITE: www.PAHOMESTEADER.com

EMAIL: INFO@PAHOMESTEADER.com