

# SMART HOMEOWNER

**INTEGRATED MEDIA PLANS EXPAND**  
*your reach and deliver better results.*

## 2010 Multi-Channel Advertising

**WEB ADVERTISING** delivers a powerful combination of **REACH AND RELEVANCE** for companies that want to align their company with specific editorial topics and maximize their exposure to prospective customers. Advertisers received rotating banner advertisements on **HIGH-TRAFFIC PAGES** and exclusive banner placements on their sponsored topic and article pages.

**EMAIL NEWSLETTERS** offer the frequency and engagement of print with the immediacy and accountability of online advertising. As homeowners and building professionals search for new source of information about efficient, healthy and eco-friendly homes, email is becoming an important resource for them. **YOU'LL REACH MORE THAN 30,000 OPT-IN SUBSCRIBERS** through our monthly email newsletters and 63% of them have read 3 of their last 4 issues.

**INTEGRATED CONTENT** sponsorships offer companies a unique opportunity to associate their brand and products with special *Smart HomeOwner* programming such as DIY Projects, Design Trends and others. This is a truly integrated opportunity that **COMBINES EDITORIAL, ADVERTISING AND BRANDING** across print, web and email. Sponsors receive print and web advertising, co-branded promotions and editorial integration.

**CUSTOM PUBLISHING** programs help companies establish leadership position in the growing green/efficient home market. Together we create valuable content around a specific issue or challenge your company addresses. Then we package that content in print, web micro-sites, digital magazines, or blogs and **DELIVER IT TO YOUR BEST CUSTOMERS AND PROSPECTS**. These programs include co-branding, content integration and feedback loops to deliver maximum impact and measure your success.

