

MORE THAN JUST A MAGAZINE - FLORIDA'S GULF COAST #1 ADVERTISING NETWORK!

2018 ADVERTISING MEDIA KIT



BEST DEALS BOOK
YOUR GUIDE TO LOCAL SAVINGS

Exclusively
HOMES
IMPROVEMENTS

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 improvement, home services and personal betterment to expand their horizons and give form to their lifestyle dreams.

We invite local consumers into the finest homes with 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 West Tampa Bay - Pinellas County 100,000

Zone 2 East Tampa Bay - Hillsborough County 100,000

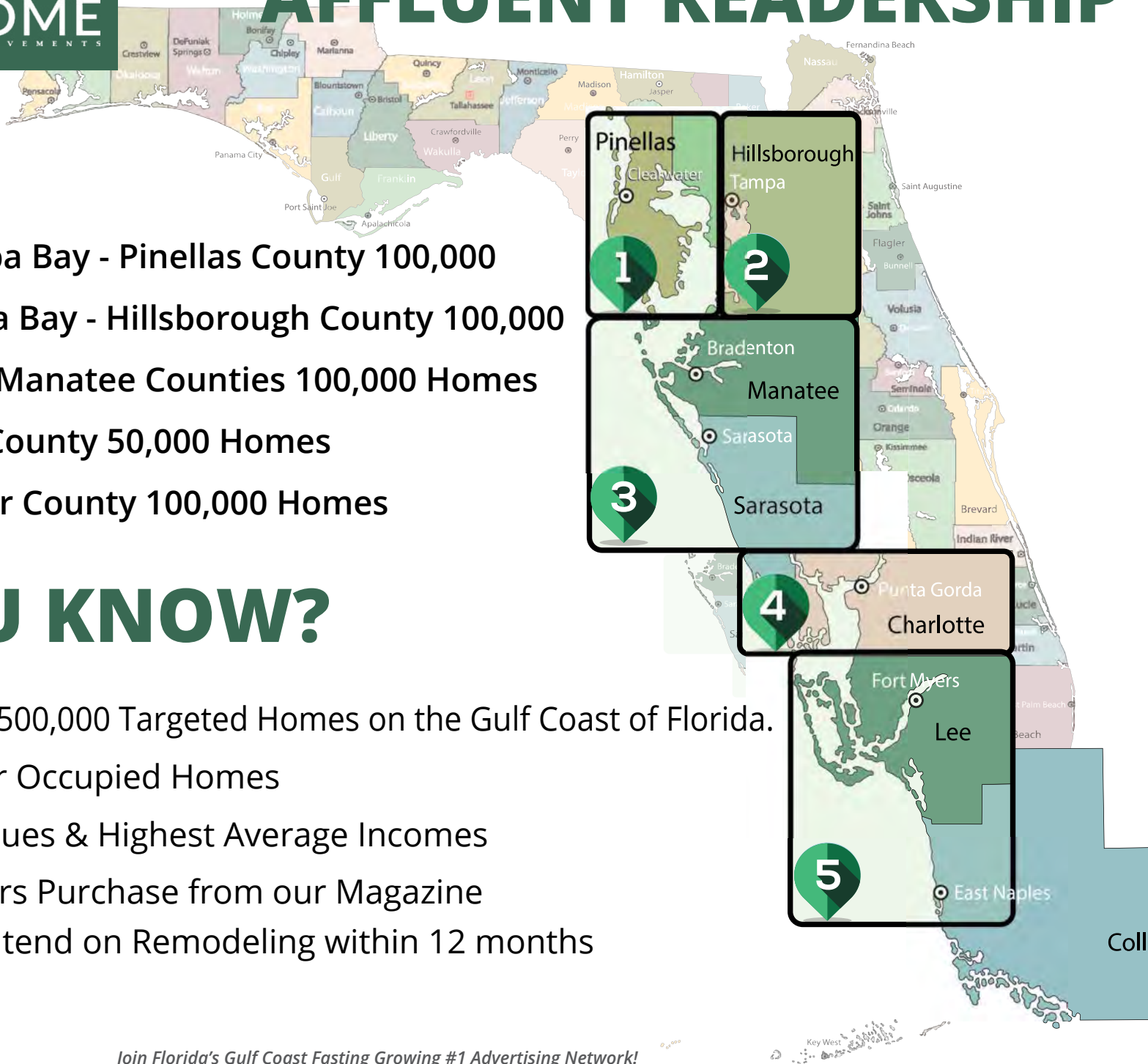
Zone 3 Sarasota / Manatee Counties 100,000 Homes

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 on the Gulf Coast of Florida.
- Homes are Owner Occupied Homes
- Highest Home Values & Highest Average Incomes
- 75% of our Readers Purchase from our Magazine
- 66% of Readers intend on Remodeling within 12 months



Join Florida's Gulf Coast Fastest Growing #1 Advertising Network!

Exclusively HOME

IMPROVEMENTS

Affluent Demographics



TARGET DEMOGRAPHIC
TOP GROSSING

25%

COMBINED HOME
AVERAGE INCOME

\$104K

AVERAGE AGE
OF HOMEOWNER

62.5

AVERAGE HOME
VALUE

\$476K

ANNUAL
FREQUENCY

12X

IN MAILBOXES
THE WEEK OF THE

1st

READERS PLAN TO
REMODEL IN 12 MOS

67%

BEST DEALS BOOK

YOUR GUIDE TO LOCAL SAVINGS

Disposable Income Demographics

HOMEOWNERS

100%

COMBINED HOME
AVERAGE INCOME

\$95K

AVERAGE AGE
OF HOMEOWNER

60

AVERAGE HOME
VALUE

\$327K

ANNUAL
FREQUENCY

12X

IN MAILBOXES
THE WEEK OF THE

15th

READERS PLAN TO
REMODEL IN 12 MOS

67%



MARKETING AT YOUR FINGERTIPS!

FREE + **FREE** = **GUARANTEED**
Ad Design **Call Tracking** **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!**
- **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, flyer's 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. Full page print ad in our magazine, 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 2018

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

In-Home Schedule

Exclusively Home Improvements in-home target date is the 1st of every month and Best Deals Book in-home target date is 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
Please see next page...

JANUARY

Exclusively Home Improvements
Art Deadline: 12/15/18 In-Homes: 01/05/18

Best Deals Book:
Ad Deadline: 01/05/18/18 In-Homes: 01/18/18

FEBRUARY

Exclusively Home Improvements:
Ad Deadline: 01/15/18 In-Homes: 02/01/18

Best Deals Book:
Ad Deadline: 01/30/18 In-Homes: 02/15/18

MARCH

Exclusively Home Improvements:
Ad Deadline: 02/15/18 In-Homes: 03/01/18

Best Deals Book:
Ad Deadline: 02/28/18 In-Homes: 03/15/18

APRIL

Exclusively Home Improvements
Art Deadline: 03/15/18 In-Homes: 04/01/18

Best Deals Book:
Ad Deadline: 03/30/18/18 In-Homes: 04/15/18

MAY

Exclusively Home Improvements:
Ad Deadline: 04/15/18 In-Homes: 05/01/18

Best Deals Book:
Ad Deadline: 04/30/18 In-Homes: 05/15/18

JUNE

Exclusively Home Improvements:
Ad Deadline: 05/15/18 In-Homes: 06/01/18

Best Deals Book:
Ad Deadline: 05/30/18 In-Homes: 06/15/18

JULY

Exclusively Home Improvements:
Ad Deadline: 06/15/18 In-Homes: 07/01/18

Best Deals Book:
Ad Deadline: 06/30/18 In-Homes: 07/15/18

AUGUST

Exclusively Home Improvements
Art Deadline: 07/15/18 In-Homes: 08/01/18

Best Deals Book:
Ad Deadline: 07/30/18 In-Homes: 08/15/18

SEPTEMBER

Exclusively Home Improvements:
Ad Deadline: 08/15/18 In-Homes: 09/01/18

Best Deals Book:
Ad Deadline: 08/30/18 In-Homes: 09/15/18

OCTOBER

Exclusively Home Improvements:
Ad Deadline: 09/15/18 In-Homes: 10/01/18

Best Deals Book:
Ad Deadline: 09/30/18 In-Homes: 10/15/18

NOVEMBER

Exclusively Home Improvements:
Ad Deadline: 10/15/18 In-Homes: 11/01/18

Best Deals Book:
Ad Deadline: 10/30/18 In-Homes: 11/15/18

DECEMBER/HOLIDAY

Exclusively Home Improvements:
Ad Deadline: 11/15/18 In-Homes: 12/01/18

Best Deals Book:
Ad Deadline: 11/30/18 In-Homes: 12/15/18

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)

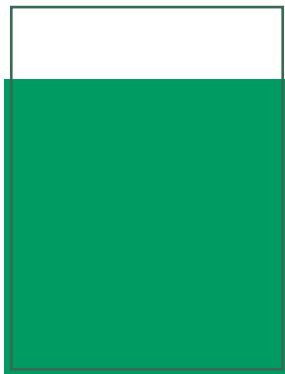
OUR ADVERTISING SPECS

Front Cover



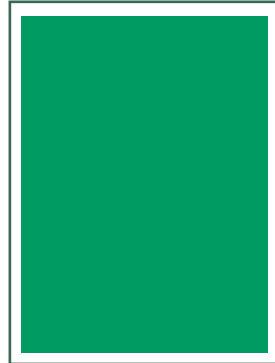
Trim Size: 8.25" X 10.75"
Bleed Size: 8.75" X 11.25"
Safety: 0.25"

Back Cover



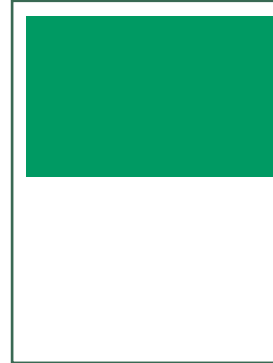
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Bleed Size: 8.75" X 9.425"
Safety: 0.25"

Full Page (no bleed)



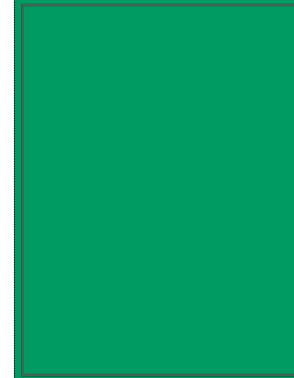
Ad Size: 7.25" X 9.75"

Half-Page



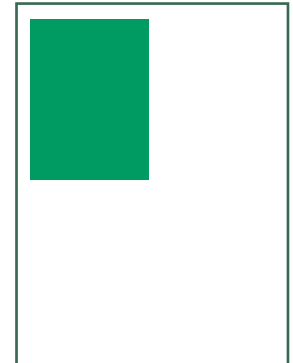
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Full Page (with bleed)



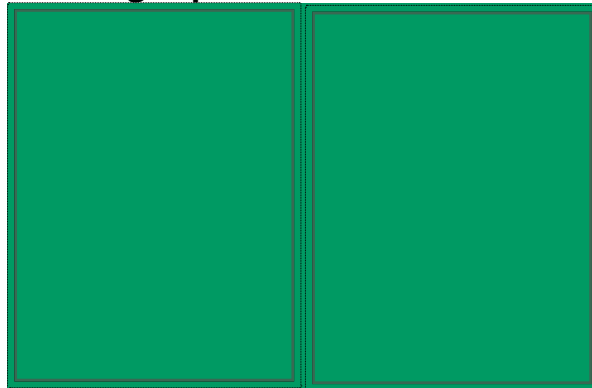
Trim Size: 8.25" X 10.75"
Bleed Size: 8.75" X 11.25"
Safety: 0.25"

Quarter- Page



Ad Size: 3.72" X 4.72"

Two-Page Spread - (Double Truck)



Trim Size: 11.25" X 17"
Bleed Size: 11.75" X 17.50"
Safety: 0.25"

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 EXCLUSIVELY HOME IMPROVEMENTS MAGAZINES**
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BLEED, TRIM & SAFETY:

Full page and two page spreads can be designed for full bleed. Any full bleed ad, including the front and back covers, requires a 1/4" bleed. Quarter and half page ads do not have a full bleed option and must be designed to size. Ads designed to 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 Florida's Gulf Coast Fastest Growing #1 Advertising Network!

BEST DEALS BOOK • EXCLUSIVELY HOME IMPROVEMENTS • 6151 Lake Osprey Drive Sarasota, FL 34240 • P: 941.200.0123 • www.bestdealsbook.com • www.ehimag.com



**AFFORDABLE
CLOSETS INC.**

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*

ROLLINGSHIELD

Rolling Shield

"Best Deals Book us 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 voting 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 and are entered for a chance to win a cash prize!



BEST DEALS BOOK
YOUR GUIDE TO LOCAL SAVINGS

HOME
IMPROVEMENTS

FINANCIAL CASE STUDY

A/C Case Study

February 2017 - July 2017



Business: Best Home Services

Business Type: Heating & Air Conditioning

Markets: Collier/Lee/Charlotte/Sarasota/
Manatee Counties

Type: Owner Operated

In Business: Since 1980

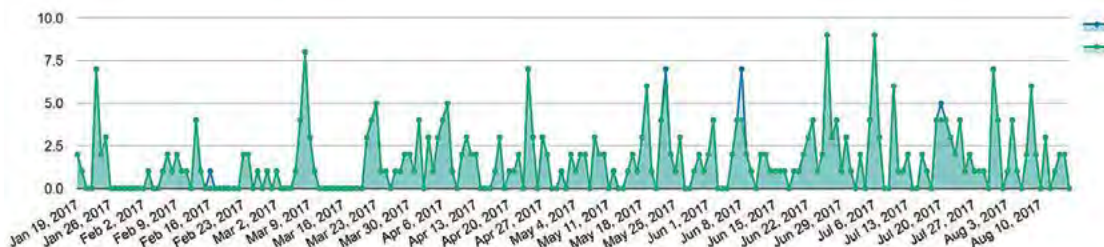
Owner: Family Owned & Operated

"Best Deals Book & Exclusively Home Improvements deliver on performance each month. They are the new #1 in direct mail advertising!"

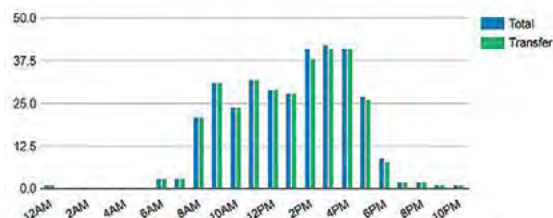
Zach Mersch, Naples, FL



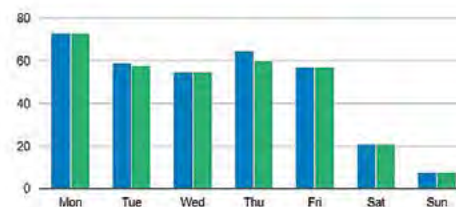
CALLS BY DATE



CALLS BY TIME OF DAY



CALLS BY DAY OF WEEK



GRAPH RESULTS FROM COLLIER & LEE COUNTIES ONLY

BEST DEALS BOOK
YOUR GUIDE TO LOCAL SAVINGS

HOME
IMPROVEMENTS

FINANCIAL CASE STUDY

Custom Closet Case Study

January 2014 - January 2018



Business: Affordable Closets

Business Type: Custom Storage Solutions

Markets: Sarasota/Manatee Counties

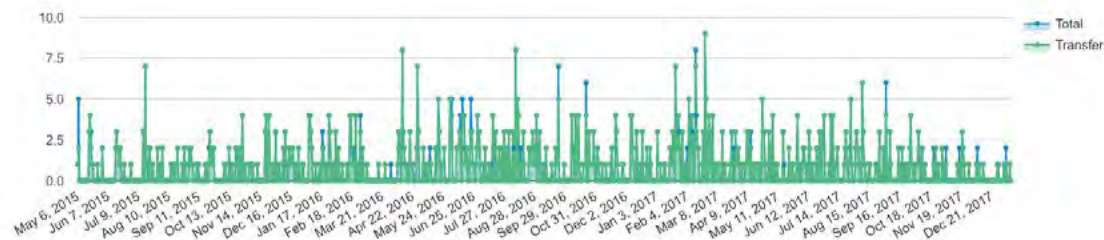
Type: Owner Operated

In Business: Since 1999

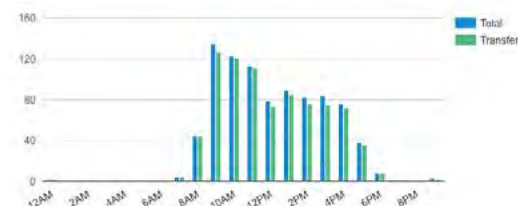
Owner: Family Owned & Operated

Ad Size: Full Page

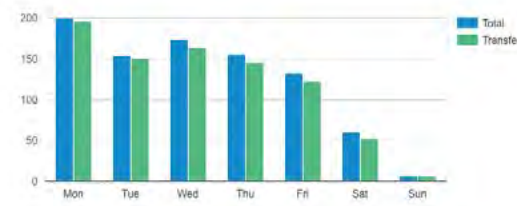
CALLS BY DATE



CALLS BY TIME OF DAY



CALLS BY DAY OF WEEK



“Our family is dedicated to delivering quality products and inspired design solutions that bring functionality to your home at prices you can afford. Our goal was to increase the number of qualified high valued jobs, while maximizing the time of our limited staff.”

- Michael Harris
Sarasota, FL



GRAPH RESULTS FROM SARASOTA & MANATEE COUNTIES ONLY

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Sarasota, Florida 34240

Main: 941.200.0123

Email: Advertise@BestDealsBook.com

www.BestDealsbook.com ■ www.EHIMag.com

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