

# Design America™

## 2008

### media kit



*Design America* is a publication that consumers and builders alike turn to when selecting their dream home. You can help them create their memorable home by giving them a chance to get to know your company and fill their home with your trusted product.

## best-selling home plans

**Premier Issue:** March 2005

**Web:** [www.designamerica.com](http://www.designamerica.com)

**Distribution Calendar:** Quarterly, Full Color

**SRP:** \$7.95 per issue

### **Circulation:**

Approximately 25,000 (and growing) issues per title are distributed to Lowe's, Menards, The Great Indoors, designers and builders across the United States.

### **Regular Features:**

- Nearly 200 Home Plans available for purchase
- 10 Project Plans available for purchase
- What's the Right Plan For You?
- Choosing a Home Site
- Selecting a Building Contractor
- Making Changes to Your Plan
- Easy Ordering Information

### **Target Market:**

Consumers and Builders who are planning to build a home or homes within the next year, and even those who are still dreaming of their next home.

### **Published by:**

HDA, Inc.  
944 Anglum Road  
St. Louis, MO 63042

### **Ad Contact:**

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# our company ■

*DesignAmerica* is published by HDA, Inc., located in St. Louis. Launched in March 2005, this magazine soon grew from a bi-annual to a quarterly publication. Filled with best-selling home plans and insightful articles, this publication has been a winning success with retail customers looking for their dream home and design inspiration.



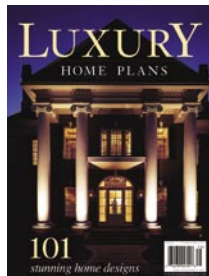
Along with *DesignAmerica*, HDA publishes more than 30 custom books and magazines. Our home plan books are sold to customers throughout the United States and Canada who are searching for home plans from the nation's top designers. With over 20 years of experience, HDA is a trusted name in the home building industry.

The company was founded in 1983 by Robert Ketterer and George Bearer, both experienced in commercial construction projects. Early in the company's history, the primary focus was marketing house plans to lumber chains and builders. As retailer's demands grew, HDA purchased a distribution company to handle the growing businesses for book and magazine distribution to Lowe's, Menards, Michaels, Bed Bath & Beyond, Macy's, and other retail chains.

To stay in tune with the ever-changing industry of home building, HDA is a proud member of professional organizations such as the National Association of Home Builders (NAHB), the American Institute of Builders & Designers (AIBD), and the Home Plans Marketing Association (HPMA).

HDA, along with *DesignAmerica*, is continually growing with no signs of slowing down. We invite you to invest in this adventure. Become a part of our customer's home-building journey. We provide the outline, but your products will make the home. Together we can form a strong partnership.

## Other HDA Products:



# demographics

*DesignAmerica* readers are passionate about home design. They investigate the pages on the search for their dream home and are ready to invest in one of the biggest journeys of their lives. You can be a part of this journey, every step of the way.

Here's a snapshot of our readers, with statistics from a reader survey conducted in November 2006.

- Age of *DesignAmerica* home plan purchasers:
  - 26-34.....17%
  - 35-64.....58%
  - 65 and over .....25%
- 50% of our customers are home builders, of which approximately 25% are repeat buyers, showing that professionals in the industry believe in our product and service.
- 50% of our customers represent the average consumer who will be living in the house, and making all the deciding factors on products to create their dream home.
- 70% of plan purchasers are planning to build their home within 6 months of the purchase date. This is your chance to reach these customers who are actively buying hundreds of dollars worth of products to outfit their new home.
- Approximately 80% of plan purchasers purchased the *DesignAmerica* magazine themselves. Gain exposure for your product by placing your advertisement among the pages where their eyes first meet their dream home.
- New homes generate thousands of dollars spent on everything from the lumber to the final decorative touch. Our plan purchases fall into these budget categories:
  - under \$100,000.....15%
  - \$101,000-250,000.....60%
  - \$251,000-400,000.....10%
  - over \$400,000.....15%
- 30% of our customers have been referred to *DesignAmerica* from a friend.

# ■ editorial calendar ■

Every issue of *DesignAmerica* is packed with beautiful home plans and informative articles designed to inspire our readers. Take a look at what's in store for our upcoming issues so you can select the best issue for your advertisement. Or, better yet, select all four!

## Issue 4#1 ■ On-Sale: February 5

**Title:** One-Story Styles

**Articles:** First Impressions - Exterior Paint  
Lower Level Entertaining Areas

**Ad Close Date:** October 24, 2007

## Issue 4#2 ■ On-Sale: May 6

**Title:** Energy Efficient Styles

**Articles:** The Green Issue  
Tips to Save Money & the Earth

**Ad Close Date:** January 23, 2008

## Issue 4#3 ■ On-Sale: August 5

**Title:** Casual & Relaxed Styles

**Articles:** Stylish & Functional Rear Foyers  
Paint Like a Pro - Tips & Tricks

**Ad Close Date:** April 23, 2008

## Issue 4#4 ■ On-Sale: November 4

**Title:** Luxury Styles

**Articles:** Customize Your Home  
Plush Home Theaters

**Ad Close Date:** July 23, 2008

**New in 2008:** *DesignAmerica* continues to improve! With more photos than ever before, our customers get a closer look of their dream home. And, our new "Designer Profile" adds expert advice for those planning to buy a stock home plan.

**Submissions:** We are always on the lookout for new and inspiring articles and ideas and welcome anyone to submit them for consideration in future issues.

# Advertising Rates

■ rates & packages ■

	1x	2x (save 15%)	3x (save 30%)	4x (save 40%)
Inside Front Cover Spread	\$4,000	\$3,400	\$2,800	\$2,450
Back Cover	\$3,800	\$3,200	\$2,600	\$2,250
Inside Front Cover	\$3,000	\$2,520	\$2,100	\$1,800
Inside Back Cover	\$3,000	\$2,520	\$2,100	\$1,800
Full Page	\$1,200	\$1,000	\$850	\$700
Quarter Advertorial*	\$400	\$340	\$280	\$240

\*see specs

\*rates subject to change

The more insertions you order, the more you save! Plus, every new client will receive a reciprocal ad link on our home plans website, [www.houseplansandmore.com](http://www.houseplansandmore.com).

# ■ specifications ■

To ensure that your ad is at the highest print quality, please take note of our specifications before submitting all artwork. If the ad submitted does not meet all of the listed requirements, it will be returned.

Artwork Restrictions		
	Full Page	Two-Page Spread
trim size	8" x 10.75"	16" x 21.5"
bleed size	8.5" x 11.25"	16.5" x 22"
live area	7.5" x 10.25"	15.5" x 21"

all bleeds must extend 0.125" beyond trim

**Artwork Specs:** All artwork submitted needs to be supplied at the sizes listed above. A PDF file is preferred. Files must be CMYK and have all fonts and images embedded. Any layers and transparencies should be flattened. PDF files should be untrapped, and must be in Adobe Acrobat Distiller version 3.0 or higher.

Ads must be set up for 4-color process printing. All images must be set to CMYK and at a resolution of 300 dpi or higher. A matchprint (contract quality Kodak, Iris, Veris, Matchprint or Chromalin proofs) must be supplied with the electronic file. All proofs must be provided at 100% with trim and bleed marks indicated where applicable.

HDA, Inc. assumes no liability for errors or color variations between the digital file and the printed image if a high-end proof is not provided, the file must be converted to CMYK or any of the published specifications are not met.

**\*Quarter Advertorial:** Every issue of *DesignAmerica* offers a page with "books worth reading," highlighting four books from various publishers inspiring our readers to improve their homes. If you would like to submit a book to be featured, please supply a PDF image of the book cover, title, page count, price, publisher, website, brief summary, and why it is an important read. See [rates](#) for pricing.

# ■ top 10 reasons why ■

## Experience

With more than 20 years in the home building industry, HDA, publisher of *DesignAmerica*, is the ultimate source for prospective home builders who will be investing a lot of money on your products.

## Best-Selling Home Plans

Nearly 200 best-selling home plans in full color fill the pages, enticing prospective buyers who will be needing your product or service.

## Editorial Content

*DesignAmerica* features helpful articles in every issue making it an attractive buy for potential home builders, leading to more eyes on our pages and more eyes on your advertisement.

## Exposure

*DesignAmerica* reaches approximately 20,000 consumers and builders who are seriously planning on building at least one home that they will fill with countless products that can generate sales for you.

## Market

More and more people are looking to build their homes from scratch. From lumber to the finishing touch, our customers need your product or service - let them know your company name.

## No Guesswork

People building a new home have a lot of decisions to make. Take the guesswork out of this major investment by putting your product right in front of them as they find their dream home.

## Shelf Life

As a quarterly publication, *DesignAmerica*, is on newsstands for three months. Plus, readers will look through it several times as they select their new home.

## World Wide Web

With a print ad purchase, your company will receive a reciprocal link on **[www.houseplansandmore.com](http://www.houseplansandmore.com)**, our home plan website that features over 15,000 stunning home plans.

## Efficiency

With our low ad prices, and the amount of people buying our magazine, an ad purchase with *DesignAmerica* is the most efficient way of reaching your best prospects.

## Strong Partnership

Purchasing an ad with *DesignAmerica* will connect you to a trusted name in the home building industry, creating the perfect way to target advertise your product related to the home.