

OLD-HOUSE JOURNAL

renovation LOOKBOOK





AD CLOSING: 3/3/23

AD MATERIALS DUE: 3/17/23

ON SALE DATE: 5/16/23



OHJ's Renovation Lookbook

OUR ANNUAL, BOOK-SIZE COMPENDIUM of period-inspired and traditional design products for inside and outside the home. Well organized and illustrated with helpful editorial sections as well as product photos in color, company write-ups—and special placement for your message on the website oldhouseonline.com.

Our *Renovation Lookbook* is the definitive guide to period-inspired home products, from tile floors to wing chairs, hooked rugs to brass faucets. A full range of sub-categories fall under these headings: House & Garden, Kitchens, Revival Baths, Wall & Floor Tiles, Flooring, Walls & Ceilings, Hardware, Lighting, Curtains to Carpets, and Furniture & Decorative Accessories. The Sourcebook will be distributed through Barnes & Noble, Walmart, Home Depot, Lowes, Kroger, Books a Million, Cabela's, Wegman's and more outlets!

oldhouseonline.com

Digital Promotional Opportunities



E-MAIL Targeted, custom-content email (opt-in/no-spam). Current list size is 21,375. Great examples of this initiative include launching a new product or line, to promote a sale, etc.

E-NEWSLETTERS Sponsor an outbound eNewsletter delivered to opt-in subscribers covering old-house topics from decorating, flooring, lighting, kitchens, hardware, to textiles and more.

[CLICK HERE to see 2023 topics](#)

WEBSITES —OldHouseOnline.com with 4.1 million page views/year and 2.7 million visitors/year and ArtsandCraftsHomes.com with 1.2 million page views/year and 635,000 visitors/year.

SOCIAL MEDIA Our active social media followers engage with us on a regular basis. Be a part of the conversation. **Facebook Custom Audience:** Place your ad on Facebook feeds of our targeted audience including Facebook & Instagram followers, website visitors, email & print subscribers.

Product Category Sponsorships: Position your company's product photo near the top of the category page next to your online listing where buyers are searching for your product type (wood windows, door hardware, etc.). Advertising in your product category drives click thrus to your website and builds brand awareness. Sponsorships limited to 2 per category.

Products Of The Week: Want to get your company noticed? Our new Products of the Week will feature your company's description, a photo, and a link back to your Company Profile on each editorial page of the site. Reach out to architects, contractors, building managers, and suppliers who visit our site each month.

+ PLUS

Sponsorship Packages

Sponsor our category-specific feature packages promoted throughout each month via our home screens, social media, eNewsletters, etc. We introduced these late last year and almost sold out. Only one sponsor per month.

Monthly Product Showcase Emails

Back by popular demand, monthly Product Showcase emails highlight just eight advertisers (maximum) each month; these are sent to our Old House and Arts & Crafts email lists. Limited space - book your spot now before they sell out.

[CLICK HERE TO SEE 2023 TOPICS](#)

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Native /Sponsored Content: Add your own content to our websites and be promoted on the main page for an entire month. Your article will blend in with the rest of our editorial and remain on our websites as evergreen content.

Enhanced Listings: Add a product photo to your online listing for increased visibility and positioning higher on the product category page.

Run Of Site /Geo-Targeted Banner Ads: For maximum web impressions and visibility across the sites, run your online tower or banner ad on OldHouseOnline.com.

Webinar Presentations and Sponsorships: Deliver a live seminar for architects, developers, building owners, facility managers, designers, builders, and renovators. Web seminars are LIVE first, then archived on our websites.



Marketing Services

AIM's Marketing Services team pools the collective experience of our marketing, editorial, research, design, and event experts to provide best practices for campaign development.

We'll also engage AIM's audience—millions of highly-engaged enthusiasts who trust our brands for home, hobby and product advice. • Creative, credible, and connected—our team leverages a suite of services including research, content creation, digital marketing, and creative services to ensure success for your brand.

To learn more, contact your sales representative.

CONTENT CREATION

We know your audience and speak their language. Our brands are recognized as independent authorities delivering trustworthy how-to advice, product reviews, tips and techniques. Together, we can create dynamic content that will inspire your customers to action.

We'll help your brand build better connections through:

- **Magazines, catalogs, and other print products**
- **Digital downloads and e-books**
- **Web content (blogs, web pages, social media)**
- **Email campaigns and newsletters**



VIDEO

No engagement tool is more powerful than video. Our team will work with you to film on location or in our studios in Des Moines, Iowa. Whether you want *a la carte* services or a total solution, we can help you inspire and educate customer conversations with video content.

PHOTOGRAPHY

Do you have a list of projects, new products, or homes that need to be photographed by an experienced professional? Our photography packages offer both comprehensive photo rights and affordable prices that will allow you to update your photo galleries to let your company shine.

CREATIVE SERVICES

Branding is more than just a logo or slogan, more than just a product, color scheme, or clever jingle. Whether we're designing a print ad, creating marketing materials, or helping launch a new product line, we will deliver true-to-brand sentiment.



LEAD GENERATION

We fine-tune our audience for your specific needs, nurture the leads, and deliver them to you with detailed reporting. Your program may include a library of topic-specific sponsored articles and/or webinars covering all aspects of your select industry.

RESEARCH

You can tap our institutional knowledge—and generate your own findings—by working with AIM to increase your market and customer intelligence. We offer a range of options, through a constellation of focus groups, brand audits, and market testing.

oldhouseonline.com

REACH OUR ENTIRE HOME GROUP NETWORK

All of Home Group's 20+ websites live on a unified enterprise web platform, which enables us to distribute your brand message seamlessly across 18 million monthly visitors. We can target visitors by geographic, demographic, and psychographic key values to guarantee your message is in front of qualified consumers.

Let Us Create a Customized Marketing Plan With You!



ERICA ALPERS

ealpers@aimmedia.com / (312) 835-7811

JEN BALDWIN SENIOR

jenbaldwin1@msn.com / (718) 619-7645

BECKY BERNIE

bbernie@aimmedia.com / (978) 879-4045

for editorial consideration, please contact

PATRICIA POORE *editor-in-chief*

ppoore@aimmedia.com / (978) 282-3170

LORI VIATOR *managing editor*

lviator@aimmedia.com / (978) 282-3170