

HOUSTON

REMODELING GUIDE

houstonremodelingguide.com

ghba.org



ABOUT THE GUIDE:

The award-winning *Houston Remodeling Guide* (HRG) is a full-color, glossy stock magazine, published by the Greater Houston Builders Association Remodelers Council.

Each year, tens of thousands of homeowners turn to the *Houston Remodeling Guide* for the inspiration and know-how they need to make their dream homes a reality.

Not only is it beautiful to peruse, the HRG publication is filled with valuable information and services for homeowners who are considering a remodeling project. From tips on choosing a qualified professional, to on-trend designs for a gourmet kitchen, HRG covers it all!

The magazine also serves as a directory of members for the GHBA Remodelers Council.

DISTRIBUTION:

The Guide is free to the public and widely distributed at members' showrooms and galleries, remodelers' offices, large home and garden shows, and at select HEB grocery stores throughout the greater Houston area. This annual publication has a distribution of 40,000 copies, and is published in the summer.

AWARDS:

The *Houston Remodeling Guide* has been recognized with several distinguished awards including the National Association of Home Builders CADRE Award, the Houston's Best PRISM Award and the Texas Association of Builders STAR Award.

ADVERTISE:

In print since 1999, members have come to rely on this magazine as a trusted marketing tool. To advertise in the Guide, email Brittany Feldmann at bfeldmann@ghba.org or call 832-215-7232.



Advertise in the 2020

HOUSTON REMODELING GUIDE

The official remodeling publication of the Greater Houston Builders Association



WINNER
 NAHB CADRE Award
 Houston's Best PRISM Award
 TAB STAR Award

Distributed in 50+ GHBA

Member Showrooms *including:*

- ✓ **BMC Showrooms**
- ✓ **The Detering Co.**
- ✓ **Factory Builder Stores**
- ✓ **Ferguson Bath, Kitchen & Lighting Gallery**
- ✓ **Gulf and Basco**
- ✓ **Daltile**
- ✓ **Cabinets & Designs**
- ✓ **Lighting Inc.**
- ✓ **Morrison**
- ✓ **Natural Stone Gallery**
- ✓ **Sherwin-Williams**
- ✓ **GHBA Lobby**
- ✓ **Home & Trade Shows**
- ✓ **Local Remodelers**

Also available in select HEB Grocery Stores!

PRINT AD RATES (NET)

AD SIZES	SPECS	FULL COLOR
1/6 Horizontal	4.8333 x 2.292	\$699
1/3 Square	4.8333 x 4.8333	\$1,199
1/3 Vertical	2.2917 x 9.875	\$1,199
1/2 Horizontal	7.375 x 4.8333	\$1,650
1/2 Vertical	3.5625 x 9.875	\$1,650
2/3 Vertical	4.8333 x 9.875	\$2,350
Full Page Bleed	8.625 x 11.125	\$3,099
2-Page Spread Bleed	17 x 11.125 in	\$4,999

PREMIUM POSITIONS (full page only)

Inside Front Cover (page 1 or 2)	\$3,550
Pages 3, 4, 5	\$3,399
Inside Back Cover	\$3,199
Back Cover	\$3,699

EDITORIAL ADJACENCIES ON REQUEST

***NEW* INTERRUPTER ADS NOW AVAILABLE!**

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40,000 Copies Distributed Annually

bonus

All print advertisers receive a FREE ad and live link in the digital flip magazine at houstonremodelingguide.com

DEADLINES:

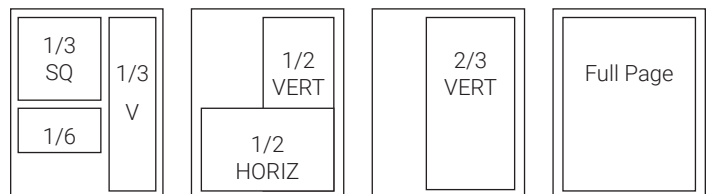
Space Deadline: August 21, 2020

Press-Ready Art: August 28, 2020

Email press-ready art or ad copy to your sales associate.

Payment is due upon receipt of final ad proof.

Make payment to: Housinguide Inc.



CONTACT BRITTANY FELDMANN FOR ADVERTISING

832.215.7232 or bfeldmann@ghba.org

Be Featured in the 2020 HOUSTON REMODELING GUIDE

As an official publication of the GHBA Remodelers Council, HRG wants to feature YOU, our members! Consumers want to see your work and learn from your expertise. This is an effective and FREE opportunity to showcase your company to tens of thousands of homeowners.

PHOTO SUBMISSION GUIDELINES:

- ✓ Remodelers are encouraged to submit PROFESSIONAL QUALITY shots for the cover and for the interior of the 2020 Houston Remodeling Guide.
- ✓ We will accept up to 40 photos from each remodeler. (Before & after shots count as one shot.)
- ✓ To be considered for the front cover, please include some VERTICAL photographs.
- ✓ Digital images should be over 300 resolution; send your largest files!
- ✓ Photos not chosen for the front cover will be considered for the interior of the guide.
- ✓ BEFORE & AFTER SHOTS NEEDED!

PHOTO CAPTION REQUIREMENTS:

- ✓ You will be contacted for caption details after your photos are chosen.
- ✓ Please label ALL photos with a number or name.
- ✓ "BEFORE" photos MUST have a corresponding name/number to "AFTER" photos.
- ✓ CAPTION DETAILS NEEDED: A description of work completed in the project; Any obstacles or interesting design features; Materials/Vendors used - if applicable; Any awards won by the remodeling project.

EDITORIAL SUBMISSION GUIDELINES:

- ✓ RMC members may submit industry-relevant guest editorials for publication consideration.
- ✓ Guest editorial should be educational in nature (not self-promoting).
- ✓ Article content should be geared towards a consumer/homeowner reader audience.
- ✓ Writers will be credited with a byline or short bio to accompany article.
- ✓ Recommended word count: 600 to 1,000 words

WHERE TO SEND:

Email high-res photos and articles to bfeldmann@ghba.org or send via Dropbox.

You may also mail a thumb/flash drive to: Brittany Feldmann, 211 E Ohio St #511, Chicago IL 60611

QUESTIONS?

Contact Brittany Feldmann at bfeldmann@ghba.org; 832-215-7232

Share HRG in your showroom!

This award-winning glossy is free to the public, and is filled with valuable information for consumers who are considering remodeling their homes. It's a wonderful free resource to provide for your clients! Plus it makes a beautiful addition to any office or showroom floor.

If you would like complimentary copies to display for your customers, please email Brittany Feldmann or call 832-215-7232. We can provide delivery and display racks. You just provide the space!