

Reach your customers
at the point of inspiration.





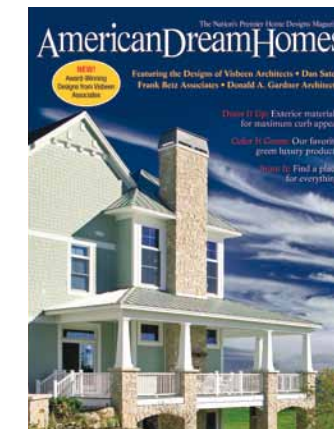
We deliver ready-to-build and ready-to-buy customers for your business.

2013 Editorial Calendar

	FEATURES	PRODUCT FOCUS	BONUS MATERIAL
Custom Spring 2013 Ad Close: Feb. 13 Materials Due: Feb. 20 On Sale: Apr. 2	Clean, Healthy Homes	Surfaces: Flooring, Tile, Countertops, Walls	Ten Ways to Save on Construction
American Dream Homes Spring 2013 Ad Close: Mar. 20 Materials Due: Mar. 27 On Sale: May 7	Create Your Dream Home: Customizing your plan	Outdoor Living	Ten Ideas to Maximize Curb Appeal
Luxury Home Designs Summer 2013 Ad Close: May 15 Materials Due: May 22 On Sale: July 2	Adaptable Homes/Aging in Place	Amazing Bathrooms	Ten Ways to Get More Space
Dream Home Source Summer 2013 Ad Close: July 17 Materials Due: July 24 On Sale: Sep. 3	Ready, Set, Build! What you need to know to get started	Get the Look: Products to help you achieve a designer kitchen, bath, great room, and mud room	Ten Ways to Reduce Your Home's Carbon Footprint
Custom Fall 2013 Ad Close: Aug. 7 Materials Due: Aug. 14 On Sale: Oct. 1	Build It Green	Windows and Doors	Ten Tips for Choosing a Great Builder
American Dream Homes Winter 2013 Ad Close: Sep. 18 Materials Due: Sep. 25 On Sale: Nov. 5	Good Design: What to Look For	Luxury Kitchens	Ten Reasons to Build New vs. Buy an Existing Home
Luxury Home Designs Winter 2013 Ad Close: Oct. 30 Materials Due: Nov. 6 On Sale: Dec. 31	Downsize Without Compromise	Green Luxury Products	Ten Ways to Customize Your Plan

Inspiration. Ideas. Direction.

Consumers who turn to Hanley Wood Consumer Media get it all. They get a healthy supply through our print and online resources, including house plans, information on the newest building products, and the latest tips and trends in home building and remodeling. Combining the proven industry knowledge of Hanley Wood with detailed, consumer-focused editorial, our brands attract ready, committed buyers who are actively seeking to build their dream homes today.



American Dream Homes (twice annually)

This showcase of our finest designs takes readers on a guided tour of the best—the year's most celebrated homes from the most accomplished designers. Every home in ADH is a feature story, told through great photography and meticulous descriptions of the exquisite details that made the home design such a success with building pros and homeowners.

Custom: A Home Plan Portfolio (twice annually) Luxury Home Designs (twice annually)

Our most comprehensive collection of beautiful home plans, Custom, and its sister publication Luxury, focus on high-end homes of all sizes, catering to homebuyers who want the look and feel of a custom luxury home regardless of scale. Articles highlight the latest trends in lifestyle, design, and amenities, while feature stories explore gorgeous homes built from predrawn plans.

Dream Home Source: the Sourcebook for Designing Your Home (once annually)

Dream Home Source will be a true resource for anyone thinking of building a home or just looking for home ideas. Launching in 2012 to promote our newly-redesigned website, DreamHomeSource.com, the magazine will be designed to appeal to that site's target audience: an affluent demographic that knows what they want. The editorial content will have a strong product focus, with articles to guide readers in product selection, feature stories showcasing beautiful homes built from our home designs, and corresponding product guides describing how to "get the look". Dream Home Source will also cover subjects like how to get financing and find a builder, so readers have the confidence to turn their dreams into reality and unleash their purchasing power. *Sponsorship opportunities available.*

HANLEY WOOD CONSUMER MEDIA

delivering consumers ready-to-build and ready-to-buy



The Hanley Wood Consumer Media network encompasses a comprehensive product portfolio that delivers results. From traditional print and online opportunities to strategic marketing and lead generation platforms, the Hanley Wood Consumer Media is your top source for reaching and impacting ready, committed buyers. Contact your National Sales Manager today to customize a program for 2013 that enhances your consumer marketing objectives.

Contact Kathleen Thomas to
customize a program for 2013.
202.380.3785
kthomas@hanleywood.com

For details, visit
HanleyWoodConsumerMedia.com

Online

Websites

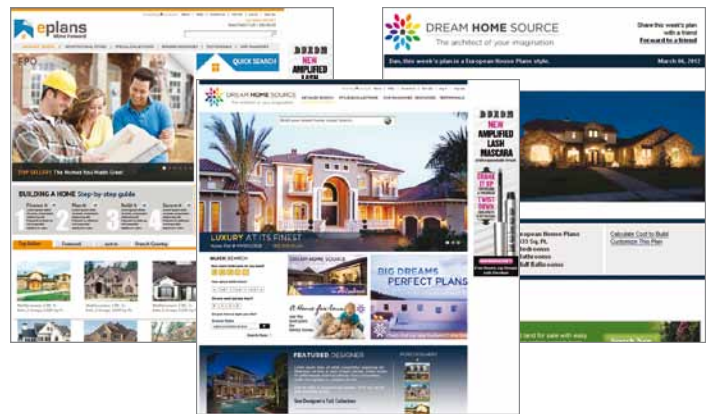
Our home design websites keep consumers excited, driven, and engaged with more than 28,000 home plans from over 300 top designers and architects.

- ePlans.com
- DreamHomeSource.com
- HomePlans.com

E-Newsletters

Consumers stay updated on featured plans and product information with our high-impact e-newsletters.

- ePlans Featured Plan of the Week
- Dream Home Source Featured Plan of the Week



Strategic Marketing

PlansCONNECT



Connect directly with consumers planning to build a custom home or remodel an existing home.

PlansCONNECT is a strategic and comprehensive program that introduces your products to a completely targeted, 100 percent in-market buyer. With a tactical combination of direct mail, online advertising, targeted e-newsletters, print advertising, and individual sales leads, PlansCONNECT offers the most hard-working, results-oriented market coverage in the industry.

PlansCONNECT includes:

- Full-page print ads
- Online ad impressions
- e-Newsletter ads
- Monthly sales leads
- Product literature sent directly to plan buyers

Co-Registration/Lead Generation

Co-registration provides consumers the opportunity to request additional product information from manufacturers as they register on the ePlans or Dream Home Source websites. Co-registration partners receive more than 1,000 direct-request leads each year from consumers actively involved in selecting products for their new homes. *Targeted sponsorship opportunities are available.*

Digital Editions

Hanley Wood's consumer home design magazines offer digital editions delivered directly to the in-box of more than 175,000 engaged customers. Every digital edition is also promoted on the home page of both ePlans.com and DreamHomeSource.com. This innovative offering features complete magazine content, reader tracking information and clickable links—all within an easy-to-navigate digital platform. *Exclusive sponsorship opportunities are available.*

ADVERTISING CONTACT

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