

# TARGETED

HOME REMODELING RESOURCE GUIDE

---

MEDIA KIT



[www.REMODELING101GUIDE.com](http://www.REMODELING101GUIDE.com)

••• 877-380-7636 •••



## TARGETING THE RIGHT AUDIENCE IS ESSENTIAL TO YOUR SUCCESS.

Households receiving the Remodeling 101 Guide are carefully selected from a pool of potentials in order to bring you the best results.



## OUR READERS

AFFLUENT. RESOURCEFUL. SELECTIVE.

LET US HELP YOU REACH MORE HOMEOWNERS WITH OUR

11  
ZONES

1.1M  
HOMEOWNERS

850+  
SATISFIED CLIENTS

20+YRS  
MARKETING EXP.





## EXCLUSIVE MAILING LIST

Our proprietary mailing list is curated to contain only the most exclusive owner-occupied properties. Remodeling 101 Guide is sent to over 100,000 homes per zone, every month!

## LIMITED ADVERTISERS PER CATEGORY

Each zone has only 3 advertisers of the same trade, creating less competition for you and swift choices for homeowners. We really make you shine!

## PRINT QUALITY

Beautiful, glossy full color ads are printed on #60lb paper & optimized to elevate the value of our magazine and your services. In addition, our cover is never sold, it presents itself with a fresh, modern lifestyle look to inspire potential customers.

## TRACKING & ANALYTICS

We provide you with a dedicated, toll-free phone number and generate monthly reports to track your leads. Never wonder whose call you missed!

## COMPLIMENTARY DESIGN SERVICES

Need help with your ad and marketing design? Let our expert design team provide you with the materials you need to succeed, free of charge to you.

**JANUARY**

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**FEBRUARY**

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

**MARCH**

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**APRIL**

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

**JUNE**

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

**AUGUST**

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**OCTOBER**

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**NOVEMBER**

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

**DECEMBER**

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**IN-HOME DATE**

1. SAN FERNANDO EAST
2. SAN FERNANDO WEST
3. CONEJO VALLEY
4. SAN GABRIEL VALLEY
5. SANTA CLARITA VALLEY

**IN-HOME DATE**

6. WEST LOS ANGELES
7. SOUTH BAY - LOS ANGELES
8. NORTH ORANGE COUNTY
9. SOUTH ORANGE COUNTY
10. INLAND EMPIRE WEST
11. RIVERSIDE

**DELIVERY INFORMATION**

Remodeling 101 is delivered to targeted homes once a month. Zones 1- 5 are delivered at the start of the month. Followed by Zones 6-11 at the middle of the month, as shown above.

**AD APPROVALS & PRINT READY FILES**

Ad Approvals and Print Ready files are expected 3 weeks prior to all In-Home dates. This allows us the time needed to prepare our print files and maintain our high quality standards.

**MAY**

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**JULY**

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**SEPTEMBER**

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

VALLEY ZONES DELIVERED AFTER LABOR DAY HOLIDAY



1 YEAR FULL PG \$1,450/MO.

6 MO. FULL PG \$1,550/MO.

3 MO. FULL PG \$1,700/MO.

1 YEAR 1/2 PG \$850/MO.

6 MO. 1/2 PG \$950/MO.

3 MO. 1/2 PG \$1050/MO.



BATH OR KITCHEN.....	FULL PG	\$2,100/MO.
ROOM ADDITION.....	FULL PG	\$2,100/MO.   1/2 PG \$1,400/MO.
BACK COVER.....	FULL PG	\$3,500/MO.
INSIDE FRONT.....	FULL PG	\$2,500/MO.
INSIDE BACK.....	FULL PG	\$2,500/MO.
COVER STRIP.....	STRIP	\$350/MO.

## CATEGORIES

ALL CATEGORIES ARE SUBJECT TO AVAILABILITY. UNLISTED CATEGORIES MAY BE AVAILABLE, PLEASE INQUIRE.

Air Duct • Artificial Grass • Attic Cleaning • Backyard • Bathroom • Carpet Cleaning • Chimney • Closet • Doors  
 Electric • Fence & Gate Repair • Fireplace • Flooring • Floor Refinishing • Foundation • Furniture • Garage Doors  
 Garage Storage • Gutters • Heating & Air • Home Security • Kitchen • Lighting • Mold • Nursery • Painting  
 Patio Covers • Paving • Pest Control • Plumbing • Pools • Reglazing • Repiping • Roofing • Room Addition • Screens  
 Shutters & Blinds • Solar • Stone • Vanities • Water Damage • Windows • Window Cleaning • Window Covering

Pages 3-11 are premium positions & incur a 15% additional fee. All prices are per month of service.

# 11 ZONES THROUGHOUT SOUTHERN CALIFORNIA

## ZONE 1 SAN FERNANDO EAST

VAN NUYS.....3867	VALLEY VILLAGE.....1320	GLENDALE.....9402	ALTADENA.....10489	
SHERMAN OAKS.....4269	STUDIO CITY.....4476	TUJUNGA.....3248	PASADENA.....12826	SAN MARINO.....4929
GRANADA HILLS.....6912	TOLUCA LAKE.....267	LA CRESCENTA.....6609	SIERRA MADRE.....2011	
MISSION HILLS.....455	BURBANK.....11378	LA CANADA.....6965	ARCADIA.....11072	<b>TOTAL HOMES: 100,495</b>

## ZONE 2 SAN FERNANDO WEST

CALABASAS.....5664	WEST HILLS.....4945	ENCINO.....10670		
AGOURA HILLS.....9515	WINNETKA.....4280	NORTHRIDGE.....5341	PORTER RANCH.....7743	
NEWBURY PARK.....12953	TARZANA.....5323	NORTH HILLS.....6114		
WOODLAND HILLS.....13561	RESEDA.....7570	CHATSWORTH.....7227		<b>TOTAL HOMES: 100,906</b>

## ZONE 3 CONEJO VALLEY

OXNARD.....18313	SIMI VALLEY.....20003	THOUSAND OAKS.....20165		
MOORPARK.....7689	OAK PARK.....5283	VENTURA.....3578		
SOMIS.....854	CAMARILLO.....16995	WESTLAKE.....8515		<b>TOTAL HOMES: 101,395</b>

## ZONE 4 SAN GABRIEL VALLEY

ALHAMBRA.....3162	TEMPLE CITY.....3881	AZUSA.....2413	WALNUT.....9531	ROWLAND HEIGHTS...8120
MONTEREY PARK.....4490	EL MONTE.....340	LA PUENTE.....5169	GLENDORA.....9561	DIAMOND BAR.....5977
SAN GABRIEL.....4699	MONROVIA.....2813	WEST COVINA.....13610	SAN DIMAS.....6010	
ROSEMEAD.....4015	DUARTE.....2107	COVINA.....6908	LA VERNE.....7525	<b>TOTAL HOMES: 100,331</b>

## ZONE 5 SANTA CLARITA VALLEY

NEWHALL.....2926	SANTA CLARITA.....13969	STEVENSON RANCH...2807	ACTON.....2252	LANCASTER.....12247
PACOIMA.....2873	CANYON COUNTRY...10816	CASTAIC.....5652	LITTLEROCK.....216	
SYLMAR.....8789	VALENCIA.....11251	FILLMORE.....3416	PALMDALE.....23315	<b>TOTAL HOMES: 100,529</b>

## ZONE 6 WEST LOS ANGELES

MALIBU.....7746	VENICE.....2073	LOS ANGELES.....52246	BEVERLY HILLS.....6986	
PACIFIC PALISADES...5338	MARINA DEL REY...446	CULVER CITY.....6459	HOLLYWOOD HILLS...8477	
SANTA MONICA.....5718	PLAYA DEL REY...1231	BEL AIR.....3895		<b>TOTAL HOMES: 100,615</b>

## ZONE 7 SOUTH BAY LA

EL SEGUNDO.....1459	REDONDO BEACH.....7242	PALOS VERDES PEN...8157	SAN PEDRO.....4083	
MANHATTAN BEACH...8916	LAWNDALE.....496	RANCHO PALOS VERDES...10571	CARSON.....5874	SIGNAL HILL.....286
HERMOSA BEACH.....3899	TORRANCE.....11827	LOMITA.....555	LONG BEACH.....23155	
HAWTHORNE.....3028	GARDENA.....494	HARBOR CITY.....1425	LAKEWOOD.....9533	<b>TOTAL HOMES: 101,000</b>

## ZONE 8 NORTH OC

ANAHEIM.....9708	PLACENTIA.....4416	FOUNTAIN VALLEY...10716	CYPRESS.....6361	VILLA PARK.....1954
HUNTINGTON BEACH...18006	GARDEN GROVE.....4276	WESTMINSTER.....4999	FULLERTON.....8900	TUSTIN.....6300
ORANGE.....9270	SANTA ANA.....7031	SEAL BEACH.....2666	BUENA PARK.....2213	COSTA MESA.....4100
				<b>TOTAL HOMES: 101,916</b>

## ZONE 9 SOUTH OC

NEWPORT BEACH.....7242	LAGUNA BEACH.....4000	LAGUNA HILLS.....4261	DANA POINT.....3949	SAN JUAN CAPISTRANO...5413
CORONA DEL MAR...1024	LAKE FOREST.....6629	MISSION VIEJO.....13994	SAN CLEMENTE.....4065	TRABUCO CANYON.....8420
IRVINE.....11797	ALISO VIEJO.....1852	LAGUNA NIGUEL.....12030	LADERA RANCH.....6359	RANCHO SANTA MARGARITA...9172
				<b>TOTAL HOMES: 100,207</b>

## ZONE 10 INLAND EMPIRE WEST

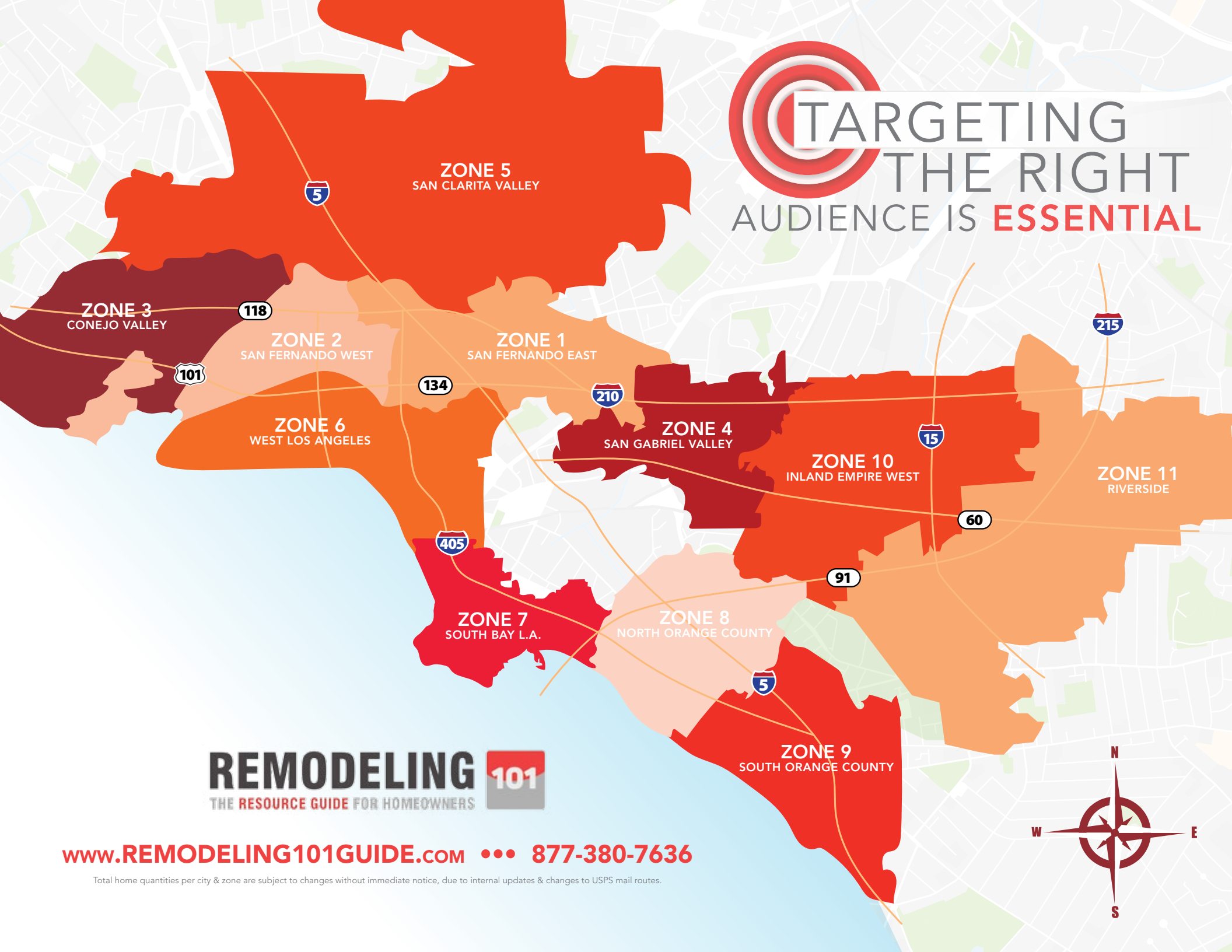
RANCHO CUCAMONGA...18535	CLAREMONT.....8038	UPLAND.....12569	MIRA LOMA.....4296	
CHINO.....12811	ONTARIO.....3363	ALTA LOMA.....1531	FONTANA.....18549	
CHINO HILLS.....15619	POMONA.....3341	MONTCLAIR.....2142		<b>TOTAL HOMES: 100,794</b>

## ZONE 11 RIVERSIDE

GRAND TERRACE.....1713	RIALTO.....5531	COLTON.....1287	CORONA.....34297	
LOMA LINDA.....2477	RIVERSIDE.....22765	HIGHLAND.....7526	NORCO.....6131	
REDLANDS.....9284	JURUPA VALLEY...2184	MORENO VALLEY...7371		<b>TOTAL HOMES: 100,566</b>



# TARGETING THE RIGHT AUDIENCE IS ESSENTIAL



**REMODELING** 101  
THE RESOURCE GUIDE FOR HOMEOWNERS

[www.REMODELING101GUIDE.COM](http://www.REMODELING101GUIDE.COM) ••• 877-380-7636

Total home quantities per city & zone are subject to changes without immediate notice, due to internal updates & changes to USPS mail routes.

