



NEW HAMPSHIRE HOME

MEDIA KIT • 2025



WHO WE ARE



A PUBLICATION OF
Yankee
PUBLISHING
NEW HAMPSHIRE GROUP
100% Employee-Owned

New Hampshire Home is a bimonthly magazine that has been focusing on inspired design and décor for the last 17 years. With an abundance of noteworthy projects in New Hampshire, we are committed to showcasing everything that makes the Granite State a great place to call home. Our audience of highly qualified consumers is looking for ideas on how to improve their living space inside and out, along with qualified individuals who can accomplish their goals. You'll reach the right audience by advertising in New Hampshire Home.

What makes New Hampshire Home unique?

New Hampshire is home to many talented architects, builders, interior and garden designers, artists, craftsmen

and others whose work makes houses here unique places in which to live. We are proud to be an employee-owned publication that covers the entire state.

In addition to featuring some of New Hampshire's most interesting and beautiful properties, each issue of New Hampshire Home includes ideas for home improvement, decorating tips, gardening and landscaping information and much more. The idea is to inspire homeowners who are redesigning or creating new spaces, both inside and outside of their home. These stories shed light on renovation, restoration and new construction processes, and provide readers with information about the latest trends in design and décor for the home and garden.

New to Advertising?

Our team is here to help you design your ad, enhance existing images within your supplied ads, or schedule photo shoots. We have staff photographers and photo editors ready to assist in any way possible, and in most all cases this is free of charge with any advertising.

ADVERTISING SALES MANAGER



Jessica Schooley has been New Hampshire Home's Advertising Sales Manager for nearly 20 years. Her customized marketing campaigns help architects, builders and design professionals throughout the state attract qualified leads that result in future business. As a New Hampshire Home advertiser, you are positioned as the topmost solution for affluent homeowners dedicated to improving their primary and secondary homes.

EDITOR



Janice Randall Rohlf is a longtime lifestyle magazine editor and writer who specializes in architecture and design. She has contributed to several publications, including New England Home, Northshore Home, Fine Homebuilding, Ocean Home and Traditional Building. A New England native who has lived in New York, Paris, and Boston, Janice spent childhood summers in a lakeside cabin in Lee, New Hampshire.

PHOTOGRAPHERS



John W. Hession is New Hampshire Home's photo editor as well as a photographer and filmmaker specializing in architecture, design, food and advertising. He is currently working on a series of films for the New Hampshire Dance Collaborative. See his work at advanceddigitalphotography.com.



Morgan Karanasios is New Hampshire Home's photographer. While she was a student in Dijon, France, she took photographs throughout Europe and continues to develop her passion for photography.

MANAGEMENT TEAM

DESIGN TEAM



Ernesto Burden
Publisher



Jenna Pelech
Director of
Business
Development



Morgen Connor
Digital Media
Specialist



John Goodwin
Art Director



Nicole Huot
Senior
Designer

WHAT WE OFFER



Published six times a year, **New Hampshire Home** offers customized print schedules that reach affluent, high-end homeowners. This audience of highly qualified consumers is looking for ideas on how to improve their living space inside and out, along with qualified individuals who can accomplish their goals. You'll reach the right audience by advertising in New Hampshire Home.



Home Design Awards /Event Sponsorship: Held in April, the annual New Hampshire Home Design Awards showcases the finest residential architects, designers and builders. Selected by an independent judging panel, winners are revealed and honored in the May/June issue of New Hampshire Home. As a sponsor, you'll help honor their accomplishments and receive prestigious recognition in six months of pre- and post-event promotion and at the awards ceremony. You also have the opportunity to network with nearly **200** industry professionals.



Targeted Digital Display Ads: Share your message on the web at nhhomemagazine.com and nhmagazine.com and capture these sought-after audiences. Both websites reach a combined 90,000 visitors each month and serve more than 180,000 page views. Online advertising packages can be customized.



Custom Events: Custom events enhance brand image, engage clients, and create memorable experiences, fostering lasting connections and business growth. Partner with our event team for our expertise in planning, creativity and seamless execution. Use our email lists and magazines to drive new customers and trade professionals through your doors!



Custom Business Profile & Microsite: Our online directory allows for customers to find you 24/7/365. Designed with home professionals in mind, we have created a microsite and profile platform that will allow customers to view your work, find your business and social channels, and improve your own website's search results.

PERFECT FOR: Interior Design Services, Architects, Kitchen and Bath Services, Home and Garden & Builders and Remodelers



Custom e-blast and Targeted Email: Reach 32,000 combined opt-in email subscribers to both nhmagazine.com and nhhomemagazine.com. This email features a customized message dedicated to creating a trackable call to action. Deliver a custom-designed email to your ideal customer profile based on hundreds of targeting options, including demographics and geography. We'll work with you on strategic conception, setup, design, deployment and in-depth reporting.



Yankee Magazine/NewEngland.com Digital: Now in partnership with New Hampshire Home, leverage the power and reach what Yankee Magazine digital has to offer. Consider sponsored social media posts to 160,000 FaceBook followers/130,000 Instagram followers, native text ads in our newsletters to 150,000 email subscribers, or ROS ads on our websites (1.4 million pageviews).



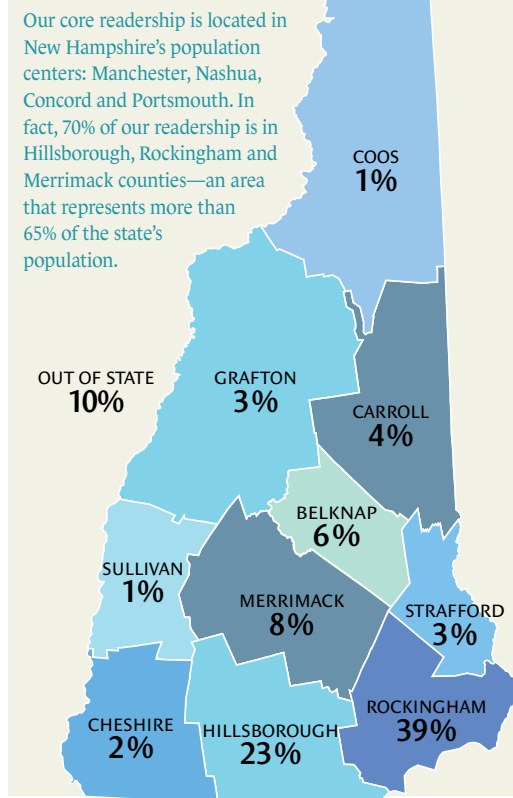
Programmatic Display and Retargeting: We can deliver your display (banner) ad to any ideal target customer you choose, based on demographics, geography, content and more. The ad will show up on any website or app that customer is on—so long as that site is brand-safe, running network ads, and meets our target criteria. We can also use programmatic display for retargeting—show people who have visited your website your ads to reinforce your brand. Works great in tandem with an email campaign!

WHO WE REACH

New Hampshire Home reaches a desirable, affluent audience of homeowners who invest in their properties. We are targeted to highly qualified consumers who are looking for ideas on how to improve their living space inside and out. Our circulation includes paid subscribers, trade professionals and targeted events throughout the state like trade shows, kitchen tours, and other home and garden events.

- Circulation: 13,500 per issue
- Readership: 56,700 per issue*

*Industry average of 4.2 readers per issue



OUR AUDIENCE

Average household income: **\$165,000**

Female readers: **77%**

Male Readers: **23%**

Average net worth: **\$1.3 million**

College educated: **95%**

Own their primary home: **92%**

Average age: **58**

READER PROFILE

On average, each copy of New Hampshire Home is read by nearly four people.

- A typical reader refers back to an issue nearly four times.
- On average, every reader spends approximately 75 minutes with each issue.
- One in four pass along New Hampshire Home to friends or family.

81% Readers are interested in seeing the ads in the magazine.

76% Respond to an ad by taking action.

52% Clip the ad for future follow-up.

63% Visit the advertiser's website.

39% Visit the advertiser's store.

59% Save the entire issue.

61% Plan to remodel or renovate in the next **24** months.

64% Will modify their yards and gardens in the next **24** months.

50% Plan to redecorate a room or space in the next **12** months.

45% Will spend more than **\$25,000** on their remodeling/redecorating project.

Average primary home value: **\$978,000**

Own a second/vacation home: **41%**

75% Are married.

13% Are trade professionals.

NEW HAMPSHIRE HOME

2025 PLANNING CALENDAR



Jan/Feb

SPACE: **Nov. 19**
COPY: **Nov. 21**

Interior Design and Architecture

Homes are not one size fits all. Architects and interior designers throughout New Hampshire address both functionality and aesthetics in their quest to fulfill all of their clients' needs and wants.

SPECIAL ADVERTISING SECTION
Profiles of Architects and Designers

OF NOTE

The deadline for 2025 New Hampshire Home Design Awards submissions is in **early January**.



Mar/Apr

SPACE: **Jan. 21**
COPY: **Jan. 23**

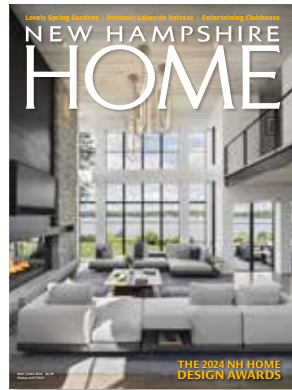
The Green Issue

With a focus on landscape design and sustainable building, this issue features forward-looking Earth-friendly projects from glorious gardens to mindful architecture that promote well-being from multiple perspectives.

SPECIAL ADVERTISING SECTION
Green Business Showcase, Landscape Showcase

OF NOTE

The 2025 New Hampshire Home Design Awards celebration is held in April.



May/Jun

SPACE: **March 18**
COPY: **March 20**

Home Design Awards Winners

A panel of experts reveals the winners of our annual New Hampshire Home Design Awards competition. Showcasing the best in more than 20 categories, ranging from interior design and architecture to garden design and up-and-coming talent.

SPECIAL ADVERTISING SECTION
Home Design Awards Hall of Fame



Jul/Aug

SPACE: **May 20**
COPY: **May 22**

Seacoast and Lakes Issue

Location, location, location! On a lake or by the ocean, big and small, houses near the water are magical. This issue takes a peek at some houses often viewed best from a boat.

SPECIAL ADVERTISING SECTION
Luxury Properties & Boating



Sep/Oct

SPACE: **July 22**
COPY: **July 24**

Kitchen and Bath

The most-used rooms in the house require special attention. Once mostly functional, kitchens and bathrooms today are works of beauty, with new finishes and materials available every day.

SPECIAL ADVERTISING SECTION
Faces of New Hampshire, Kitchen & Bath Showcase

OF NOTE

The submission period for the 2026 New Hampshire Home Design Awards opens in October. Plans are underway for the 2026 celebration in April. Sponsorship opportunities are available.



Nov/Dec

SPACE: **Sept. 16**
COPY: **Sept. 18**

Mountain Homes and Remodeling

The mountains are iconic to New Hampshire and draw homeowners looking to build houses that honor the region. Remodeling is hotter than ever!

SPECIAL ADVERTISING SECTION
Remodeling Showcase

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ADVERTISING RATES

FREQUENCY	1X	2-5X (Save 12%)	6X (Save 33%)
2-Page Spread	\$6,085	\$5,365	\$4,500
Full Page	\$3,475	\$3,065	\$2,500
$\frac{2}{3}$ Page	\$2,545	\$2,260	\$1,850
$\frac{1}{2}$ Horiz. Page	\$1,910	\$1,690	\$1,500
$\frac{1}{3}$ Page	\$1,545	\$1,420	\$1,250

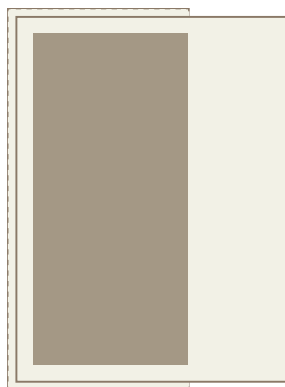
COVERS AND PREMIUM PAGES

FREQUENCY	1X	2-5X	6X
Back Cover	\$4,000	\$3,530	\$3,100

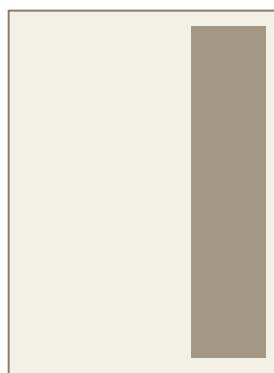
FREQUENCY	1-2X	3-5X	6X
Inside Covers & Page One	\$3,820	\$3,380	\$2,850

Guaranteed Premium Position—add 10%

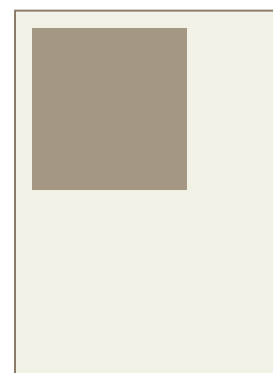
All ads are in color.
All rates are net per
insertion. Rates effective
January 2025



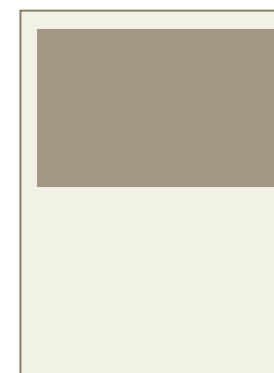
$\frac{2}{3}$ Page
4.625" x 10"
5.25" x 11.125" bleed size



$\frac{1}{3}$ Page Vertical
2.25" x 10"



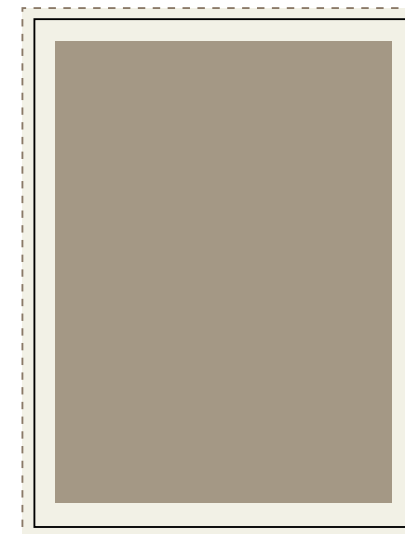
$\frac{1}{3}$ Page Block
4.625" x 4.875"



$\frac{1}{2}$ Page Horizontal
7" x 4.875"

AD DIMENSIONS

AD SIZE	WIDTH (Inches)	HEIGHT (Inches)
2-Page Spread (bleed)	16.5" x	11.125"
trimmed size	16.25" x	10.875"
Full Page (bleed)	8.375" x	11.125"
trimmed size	8.125" x	10.875"
Full Page (live area)	7" x	10"
$\frac{2}{3}$ Page Vertical	4.625" x	10"
$\frac{2}{3}$ Page (bleed)	5.25" x	11.125"
$\frac{1}{2}$ Page Horizontal	7.00" x	4.875"
$\frac{1}{3}$ Page Vertical	2.25" x	10"
$\frac{1}{3}$ Page Block	4.625" x	4.875"



Full Page
Bleed size: 8.375" x 11.125"
Trim size: 8.125" x 10.875"
Live area: 7" x 10"

Contact Jodie Hall regarding any production or submission guidelines:
(603) 624-1442 x 5122; jhall@nhbr.com

Preferred file format: PDF, 300 dpi, CMYK mode

Net Rates & Specs

WEBSITE: nhmagazine.com / nhhomemagazine.com

Ad type	Impressions	1x Rate
Run-of-site ads, 4 sizes included ROS Ad Sizes: 728x90, 300x250, 300x600, 320x550	30,000	\$375
Adhesion ad		\$500/wk

E-NEWSLETTER

Ad size	Subscribers	1x Rate
Ad Sizes: 728x90, 300x250	4,000	\$375/wk

CUSTOM EMAIL

Type	Recipients	1x Rate	2x Rate
New Hampshire Magazine email list	38,000	\$1,595	\$1,395
New Hampshire Magazine Resend		\$150	
Geo-targeted or Demo-targeted	50,000	\$1,595	\$1,395
*Additional emails	50,000	\$600	

RESOURCE DIRECTORY

Ad Style	Impressions	Rate
Custom Business Profile/Microsite	Hosted Annually	\$200/Month (Discounts apply for print advertisers)

Digital ad dimensions

Leaderboard	728 x 90 pixels
Adhesion Ad	728 x 90 pixels
Medium Rectangle	300 x 250 pixels
Half Page	300 x 600 pixels

NEW DIGITAL OPPORTUNITY

Custom Business Profile & Microsite

Our online directory allows for customers to find you 24/7/365. Designed with home professionals in mind, we have created a microsite and profile platform that will allow customers to view your work, find your business and social channels, and improve your own website's search results.

Features & Benefits:

- Profile multiple projects and a custom message
- Front Page exposure on nhhomemagazine.com with a custom 300x250 ad
- Directly link to your own social media sharing, contact info, video, google map locations and more
- SEO Meta Data Package to Boost your organic search results
- Mobile Responsive across all devices with click-to-call
- Dedicated New Hampshire Home social media posts and quarterly email blasts will drive traffic and awareness to directory and new participants!

Affordable Monthly Rate: \$200

Includes all design, monthly hosting, web banner, and monthly key words updates to ensure performance



- Home & Garden
- Architects
- Interior Designers
- Kitchen & Bath Specialists
- Builders & Remodelers
- Landscape & Outdoor Living
- Specialty Services

Custom Events with New Hampshire Home

ENGAGED CLIENTS • MEMORABLE EXPERIENCES

Partner with our event team for our expertise in planning, creativity, and seamless execution. Use our email lists and magazines to drive new customers and trade professionals through your doors!

New Hampshire Home will provide:

- Targeted attendees of your choice—trade professionals and/or consumers
- Event management: registration through EventBrite, welcome signage, social tags, raffle signage, name badges, etc.
- Promotion: custom eblasts (2–3 up to \$3K in value), boosted posts on Instagram and Facebook channels, digital ads on nhhomemagazine.com
- Professional photographer to capture the evening: post event photos provided
- Free one-year subscription to New Hampshire Home to all attendees
- Attendee names and emails
- Detail-oriented, results driven team

Partner provides:

- Showroom
- Light apps and drinks: (for additional fee we can take care of that too) TBD

MARKETING EVENT PACKAGE: \$5,000

EVENT PACKAGE WITH ADS: \$7,500

Includes TWO 1/3Pg. ads (Valued at \$1,545 each)

Includes two 1/3-Page Ads

BONUS EDITORIAL CONTENT

Dedicated full page of photos highlighting the evening to be included in next issue of New Hampshire Home

NEW HAMPSHIRE
HOME



CONTACT

ADVERTISING SALES MANAGER

JESSICA SCHOOLEY

jessicas@yankeepub.com

(603) 345-2752

EXTEND YOUR REACH



Myopia Polo

Myopia Polo magazine is the official season program for the Myopia Polo Club in South Hamilton, Mass., and provides businesses with a unique opportunity to connect with a niche market of affluent and exclusive buyers.

Distribution: Myopia Polo magazine is distributed annually to polo players, club members, patrons and spectators. It is merchandised around the club and handed to each spectator. Additional copies are distributed from May-August around the seacoast of N.H. and in high traffic locations in Boston including: Copley Place Mall, Faneuil Hall, Boston Ski & Tennis, MIT, World Trade Center, Boston Harbor Hotel, Harvard and the Ritz Carlton. You'll be reaching a highly desired audience of more than 20,000 readers in a beautifully formatted magazine.

Average income: **\$235,000**

WOMEN: **58%**

MEN: **42%**

Average Home Value: **\$1,200,000**

Digital: Full Page advertisers will receive a logo on the sponsor page of myopiapolo.org. The digital edition of the magazine is also posted on the website and additionally promoted on social channels. The digital edition is sent to 50,000 qualified emails in and around the North Shore. MyopiaPolo.org



Parade of Homes

Annually each October, we publish the official program guide for the parade of open houses featuring beautiful new custom and spec homes designed, built and decorated by members of the Lakes Region Home Builders & Remodelers Association. The guide showcases each home featured on the tour, while offering an opportunity for our industry partners and advertisers to reach the consumers attending this well-established annual event.

Discounted package rates are available in the Parade Guide and/or fall or winter issues of New Hampshire Home!

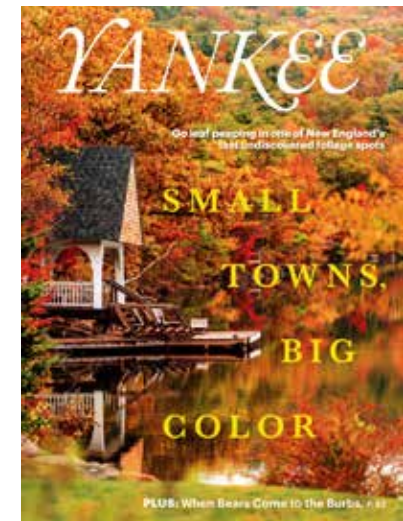
FULL PAGE PACKAGE

(Parade of Homes & New Hampshire Home): **\$3,475**

HALF PAGE PACKAGE

(Parade of Homes & New Hampshire Home): **\$1,910**

Digital: All advertisers will receive a complimentary digital presence in our flipbooks on both websites. LakesRegionParadeofHomes.com



Yankee Magazine

Each issue of Yankee features home content around New England—from architecture and décor to DIY experts and homes for sale. The March/April issue is the "THE HOME ISSUE" and one you do not want to miss. Align your products and services with the Yankee home section to reach a new, and expanded audience today!

Distribution: Yankee magazine has a print audience of more than 1 million, with an average net worth of \$1.3 million and an average household income of \$126,000.

87% of Yankee readers own their home

20% of Yankee readers have a second home

62% more likely to remodel their kitchen

81% more likely to remodel their bathroom

77% more likely to garden—we are the Farmers' Almanac!

Digital: Yankee has a robust online presence at NewEngland.com, the digital home of articles and expert advice from the editors at Yankee magazine. One million average monthly unique users and 100,000+ email newsletter subscribers. NewEngland.com