CONNECTING EXCEPTIONAL BRANDS
WITH EXCEPTIONAL READERS

NEW HAMPSHIRE HOME

BRAND PARTNERSHIP MEDIA KIT



THE REGION'S TRUSTED RESOURCE FOR HOME & DESIGN

WELCOME

Thank you for considering New Hampshire Home.

New Hampshire Home connects an engaged community of homeowners, design enthusiasts, and industry professionals with the people, ideas, and inspiration shaping how we live at home. Through trusted editorial and integrated print, digital, and event experiences, we help brands build meaningful connections within New Hampshire's home and design community.

EXPLORE THE MEDIA KIT

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The New Hampshire Home Team



Jessica Schooley
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Janice Randall Rohlf
Editor



John Hession
Photographer & Photo Editor



Morgan Karanasios
Photographer



Ernesto Burden
Publisher



Jenna Pelech
Brand Director



John Goodwin
Art Director



Nicole Huot
Senior Designer

"Our experience advertising in New Hampshire Home has been extremely positive. The magazine has provided valuable exposure for our brand, allowing us to showcase our work and connect with homeowners and industry professionals who align with our services. We've seen great value in the exposure and recognition it provides, and it's been an excellent platform for reaching the right audience."

- Graham Pellettieri
President, Pellettieri Associates

"We've advertised in New Hampshire Home Magazine for several years and like the results we're getting. Jessica and the whole team are super responsive and offer great ideas for optimizing our ad placements. Their designers always deliver ads that make our images and messages look great!"

- Tim Long
President, Meridian Construction

"We've partnered with New Hampshire Home for more than a decade because it continues to deliver. The publication's beautiful photography, thoughtful editorial, and affluent readership have made it an ideal place to showcase our products and design services. It's a brand we're proud to be associated with, and over the years we've welcomed many new clients who first discovered us through the magazine."

- Sandra Kinney
General Manager, Ethan Allen Home Interiors

"Bensonwood has been advertising with New Hampshire Home for more than 15 years, and we've continued that partnership because the publication consistently connects us with homeowners who value thoughtful design, quality craftsmanship, and better building. We appreciate being part of a publication that celebrates the people, homes, and businesses that make design in New Hampshire special."

- Stacey Nachajski
Director of Marketing, Bensonwood

The Power of Storytelling.

The right readers. The right environment.

New Hampshire Home delivers your message to a discerning audience at the moment they're planning, building, renovating, and elevating their homes and lifestyles. Through trusted, high-quality editorial content, we position your brand as knowledgeable, reliable, and credible, while inspiring readers with ideas that influence decisions and motivate action.

Great content inspires. Meaningful partnership delivers.



AWARENESS

Print Magazine

Reach homeowners actively investing in their homes with award-winning content that inspires, informs, and keeps your brand top of mind.

ENGAGEMENT

Microsite, Website Display, Resource Directory

Extend your reach beyond the printed page and connect with homeowners online, where they can discover your business, explore your projects and services, and take the next step.

YO
BRA
Endless Co

LEAD GENERATION

Dedicated E-blasts, Newsletter Features

Deliver your message directly to an audience actively interested in home improvement, design, and luxury living.

Why Editorial Matters

BUILDS CREDIBILITY
Our editorial content positions us as an industry leader and trusted resource.

CREATES CONNECTION
Stories inspire readers and build affinity with the brands they encounter.

EXTENDS SHELF LIFE
Our magazines are kept, shared, and revisited long after they're published.

DRIVES ACTION
Inspired readers take the next step by visiting, calling, and buying.

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onnections.



AUTHORITY
Special Advertising Sections
Position your company as an industry leader in sections such as FACES of NH, Expert Q&As, Professional Profiles, and Custom Sponsored Content.



RECOGNITION
New Hampshire Home Design Awards
Celebrate excellence while aligning your brand with the state's most respected home professionals.



RELATIONSHIPS
Events & Community
Connect face to face with builders, architects, designers, and homeowners through our networking events.

Affluent. Engaged. Invested.

Our readers are your ideal audience.

New Hampshire Home reaches a highly desirable audience of homeowners, design professionals, and decision-makers who value quality, craftsmanship, and trusted recommendations.

$1-3M

AVERAGE HOME VALUE RANGE

Many readers own and influence multiple high-value properties



HOUSEHOLD INCOME $165K+

High household income with discretionary spend

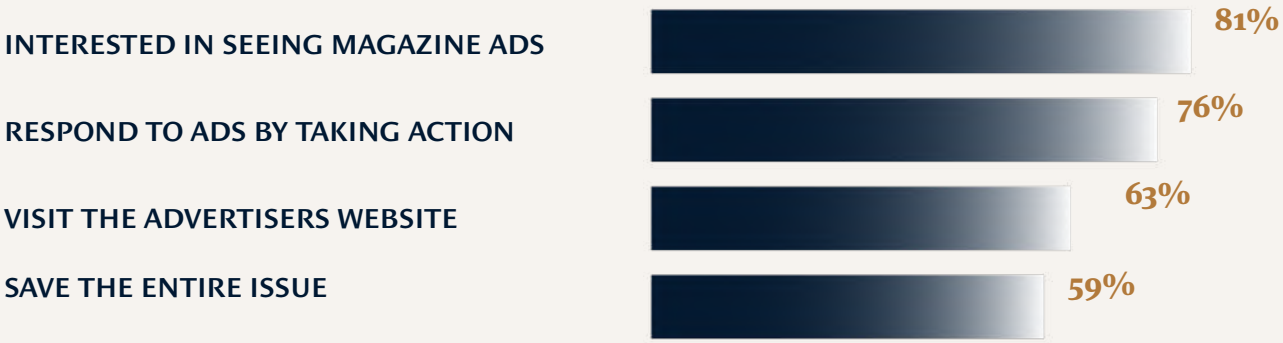
61% - 64%

HOME INVESTMENT INTENT

Planning significant home/kitchen renovation, or outdoor-living projects within the next 24 months

READER ENGAGEMENT

Our readers use the magazine for inspiration, referrals and purchase decisions.



BEYOND STATE LINES

10%

of New Hampshire Home Magazine's circulation comes from out of state.



BECAUSE



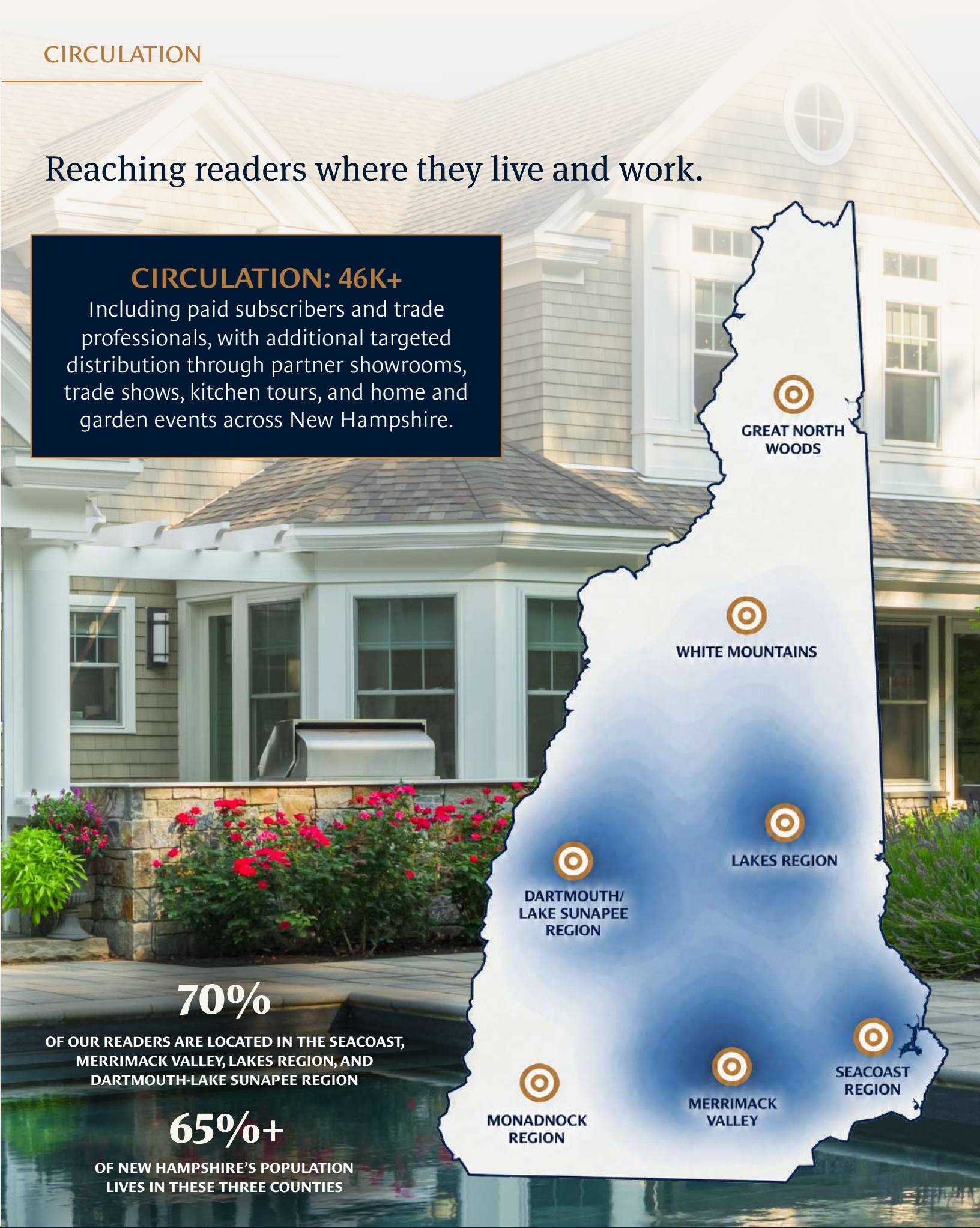
41%

of New Hampshire Home readers own a second home.

Reaching readers where they live and work.

CIRCULATION: 46K+

Including paid subscribers and trade professionals, with additional targeted distribution through partner showrooms, trade shows, kitchen tours, and home and garden events across New Hampshire.



70%

OF OUR READERS ARE LOCATED IN THE SEACOAST, MERRIMACK VALLEY, LAKES REGION, AND DARTMOUTH-LAKE SUNAPEE REGION

65%+

OF NEW HAMPSHIRE'S POPULATION LIVES IN THESE THREE COUNTIES

One Brand. Endless Connections.

A real example of integration.

From inspiring homeowners in print to connecting with them online, our integrated platform amplifies your brand at every stage of their journey, from inspiration to decision.

More touchpoints. More visibility. More results.



THE PATH TO

1

PRINT MAGAZINE



Thoughtfully curated stories and inspiration delivered bi-monthly.

2

DIGITAL PLATFORMS



Daily inspiration and expert content across all our digital channels.

YOUR
AT THE C
THEIR J

A STRATEGY THAT WORKS

Every channel supports the next, creating a seamless experience that drives action and builds lasting relationships.



"We've truly enjoyed our partnership with New Hampshire Home. Their publication allows The Home Beautiful to showcase our products and services while connecting with homeowners who value quality, craftsmanship, and great design."

- Kimberly Young,
CEO & General Manager, The Home Beautiful

46,000
READERS

150K
MONTHLY PAGE VIEWS

3 NEW
EVENT & NETWORKING OPPORTUNITIES

O DISCOVERY

BRAND ENTER OF OURNEY

3

EMAIL NEWSLETTERS



Timely updates, expert advice, and beautiful home content.

4

EVENTS & PARTNERSHIPS



Meaningful experiences that connect our audience with trusted experts.

INTEGRATION DRIVES PERFORMANCE

HIGHER ENGAGEMENT
Integrated campaigns generate 2X more engagement than single-channel efforts.

BETTER QUALITY LEADS
Directory and email touchpoints produce higher-intent leads ready to convert.

Beyond the Printed Page

Ask About Our Multimedia Package

More touchpoints. More exposure. More opportunities.

Extend the impact of your print investment through these digital channels:

- New Hampshire Home Website
- Email Newsletters
- Social Media
- Banner Advertising
- Resource Directory



75,000 +
MONTHLY VISITORS
Highly engaged readers seeking ideas and solutions

150,000 +
MONTHLY PAGE VIEWS
Consistent traffic across our digital platforms

4,000+
NEW HAMPSHIRE HOME NEWSLETTER SUBSCRIBERS
Opt-in audience of homeowners and design enthusiasts

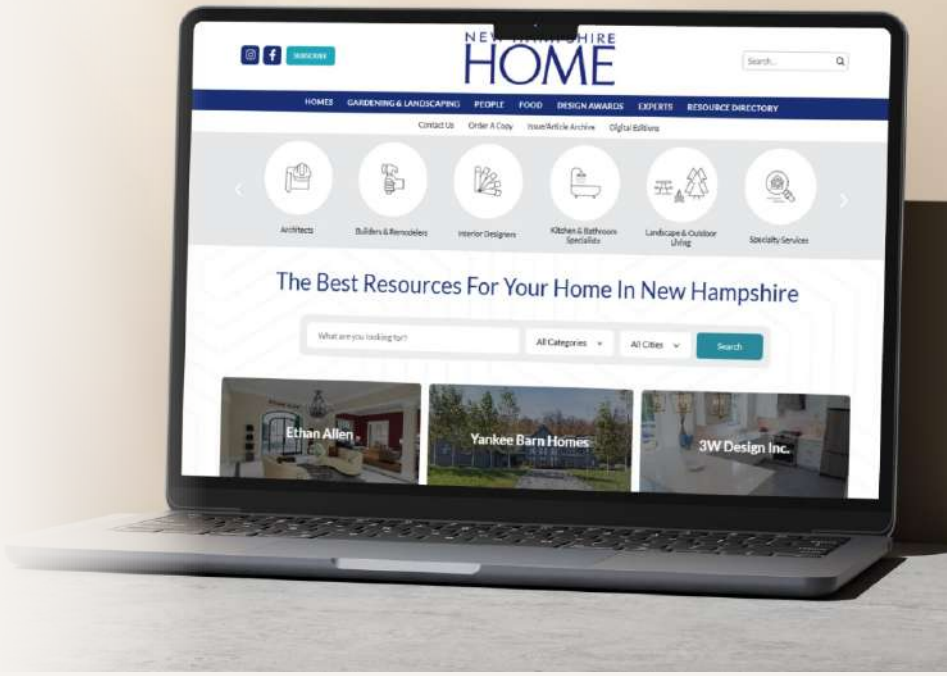
38,000
NEW HAMPSHIRE MAGAZINE NEWSLETTER SUBSCRIBERS
Available for dedicated email purchase

Resource Directory

Always On. Always Working.

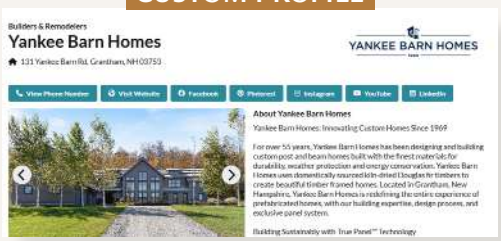
Your print ad inspires.
Your Custom Microsite profile converts.

Your Custom Microsite within the Resource Directory keeps your business visible 24 hours a day.



Your profile is promoted in multiple ways: through a custom profile showcasing your work, placement on the New Hampshire Home website, and cross-site promotion on New Hampshire Magazine's website.

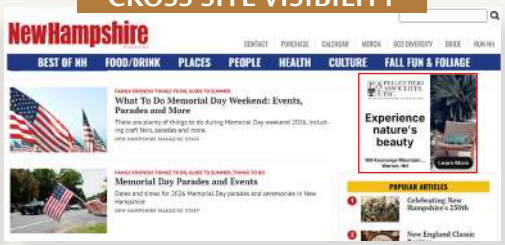
CUSTOM PROFILE



FRONT PAGE EXPOSURE



CROSS-SITE VISIBILITY



FEATURES THAT WORK FOR YOU

CUSTOM MICROSITE
Showcase projects, services, galleries, videos, and your story. Each partner receives a professionally designed business profile.

EASY TO FIND
Search by category and location, making it simple for homeowners to connect with the right professional.

BUILT FOR EVERY DEVICE
Mobile responsive with click-to-call, maps, website links, social media integration, and contact information.

PROMOTED YEAR-ROUND
Featured through website advertising, newsletters, social media, banner ads, and ongoing keyword updates to maximize visibility



EVENTS

NEW HAMPSHIRE HOME

Industry Networking Event

More than an event. A community.

At New Hampshire Home, we believe the strongest partnerships are built face to face. That's why we create meaningful events, celebrate extraordinary design, and bring our community together in unforgettable ways that inspire trust and build loyalty.

JANUARY
Networking Event

APRIL
New Hampshire Home Design Awards

SEPTEMBER
Networking Event

YEAR-ROUND
Ongoing Visibility

"Throughout our time advertising with New H
work with. Whether collaborating on a stand
the final product always represents our firm a

NEW HAMPSHIRE
HOME DESIGN AWARDS



Inquire for Sponsorship Information

The New Hampshire Home Design Awards celebrate excellence in residential design, architecture, and craftsmanship across the Granite State. From inspired renovations and historic restorations to standout kitchens, baths, outdoor spaces, and new homes, the awards recognize the creativity, expertise and use of materials that define exceptional design in New Hampshire.

Each January, we invite architects, designers, builders, and home professionals to submit their work, culminating in an April celebration honoring the people and projects shaping New Hampshire's design community.

WHY SPONSOR OR ATTEND?

BUILD RELATIONSHIPS
Build meaningful relationships with top decision-makers and industry leaders.

GAIN VISIBILITY
Stand out through sponsorships, recognition, and exclusive marketing opportunities.

ELEVATE YOUR BRAND
Align your brand with events and experiences that reflect excellence and authenticity.

Hampshire Home, the team has consistently shown why they are such a valued publication to ard advertisement, award submission, or editorial feature, their communication is reliable and and our work exceptionally well."

- Leah Wyner, TMS Architects & Interiors



2027 Editorial Calendar

Timely content. Year-round relevance.

Our editorial lineup is thoughtfully curated to reflect how homeowners live, build, and invest in New Hampshire.

January/February

Interior Design & Architecture



Space Deadline: 11/17/2026
Copy Deadline: 11/19/2026
On Sale Date: 12/30/2026

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

March/April

The Green Issue



Space Deadline: 1/19/2027
Copy Deadline: 1/21/2027
On Sale Date: 3/1/2027

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

May/June

Home Design Awards



Space Deadline: 3/16/2027
Copy Deadline: 3/18/2027
On Sale Date: 4/27/2027

The winners of our annual New Hampshire Home Design Awards are revealed! Celebrating excellence in architecture, interior design, landscape design, and emerging talent across more than 20 categories.

Special Advertising Section:
Home Design Awards Hall of Fame

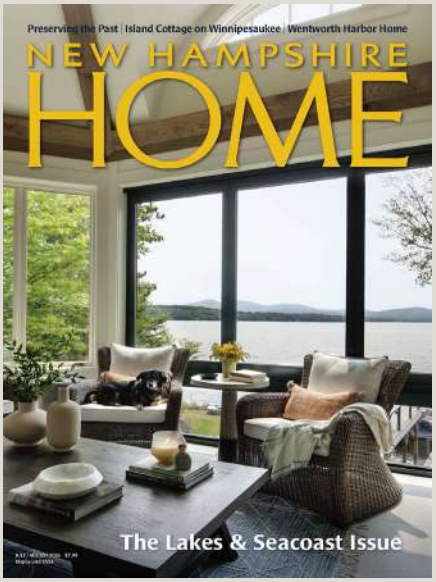


" We've genuinely enjoyed working with the New Hampshire Home team, and we see real value in being associated with a publication that's so well-respected in the design and homebuilding community here. It's been a great fit for our brand."

- Chris Garcia, Cobalt Construction Management

July/August

Lakes & Seacoast



Space Deadline: 5/18/2027
Copy Deadline: 5/20/2027
On Sale Date: 6/29/2027

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

September/October

Kitchen & Bath



Space Deadline: 7/20/2027
Copy Deadline: 7/22/2027
On Sale Date: 8/31/2027

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 NH, Kitchen & Bath Showcase

November/December

Mountain Homes & Remodeling



Space Deadline: 9/14/2027
Copy Deadline: 9/16/2027
On Sale Date: 10/26/2027

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

Print Advertising & Rates

Beautifully placed. Powerfully effective.

PRINT ADVERTISING RATES

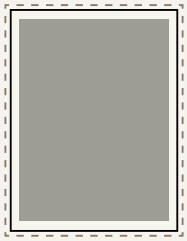
AD SIZE	1X	2-5X (SAVE 12%)	6X (SAVE 33%)
Two-Page Spread	$6,085	$5,365	$4,500
Full Page	$3,475	$3,065	$2,500
2/3 Page	$2,545	$2,260	$1,850
1/2 Horizontal Page	$1,910	$1,690	$1,500
1/3 Vertial Page	$1,545	$1,420	$1,250

COVERS AND PREMIUM PAGES

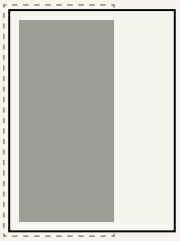
PLACEMENT	1X	2-5X	6X
Back Cover	$4,000	$3,530	$3,100
	1-2X	**3-5X**	**6X**
Inside Cover or Page One	$3,820	$3,380	$2,850

All ads are in color. All rates are net per insertion. Preferred file format: PDF, 300 dpi, CMYK mode | Rates effective: January 2027. Contact Jodie Hall regarding any production or submission guidelines: 603-624-1442 x 5122, jodieh@yankeepub.com

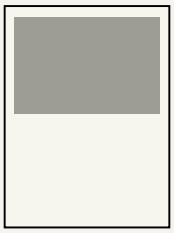
AD SIZES



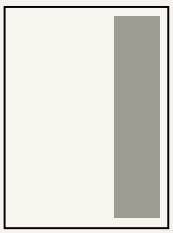
Full Page
Bleed size: 8.375" x 11.125"
Trim size: 8.125" x 10.875"
Live area: 7" x 10"



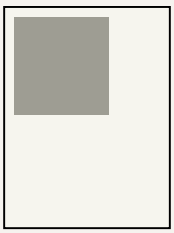
2/3 Page
4.625" x 10"
Bleed size: 5.25" x 11.125"



1/2 Page Horizontal
7" x 4.875"



1/3 Page
2.25" x 10"



1/3 Page Block
4.625" x 4.875"

Digital Advertising & Rates

NET RATES & SPECS

WEBSITE: NHHOMEMAGAZINE.COM & NHMAGAZINE.COM

AD TYPE	AD SIZES	IMPRESSIONS	1X RATE
Run-of-site Ads	728 x 90px, 300 x 250px 300 x 600px, 320 x 50px	30,000	$375
Adhesion Ads	728 x 90px		$500/wk

E-NEWSLETTER

AD SIZE	SUBSCRIBERS	1X RATE
728 x 90px / 300 x 250px	4,000	$375/wk

CUSTOM EMAILS

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 TYPE	IMPRESSIONS	RATE
Custom Business Profile/Microsite	Hosted Annually	$200/Month (Discounts apply for print advertisers)

Let's Build Something *Beautiful* Together.

Every partnership starts with a conversation. We would love to learn more about your goals and explore how we can create a meaningful impact together.

WE CAN'T WAIT TO CONNECT.



JESSICA SCHOOLEY
ADVERTISING SALES MANAGER
jessicas@yankeepub.com
(603) 345-2752

NEW HAMPSHIRE HOME

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nhhomemagazine.com