

# ALWAYS LOCAL, ALWAYS BEAUTIFUL

## Our readership is broad, educated and affluent \* #1 media in the marketplace for:

- Households with incomes of \$1 million+
- People who attend the theater, symphony, and/or opera
- Millennials (people age 18-34) with a household income of **\$100k+**
- Individuals planning to have cosmetic surgery in the next 12 months
- Those planning to buy a house in the next 2 years
- Homeowners whose property value is **\$500,000+**
- People who plan to buy a vehicle for **\$30,000+**

\* 2017 Media Audit

Being subscription-based and delivered directly to **21,000** homes in the metro area eight times a year, *Omaha Magazine* is the city's premier lifestyle publication for reaching readers where they live. *OmahaHome* is a separate publication mailed along with *Omaha Magazine*.

*OmahaHome* has a look and feel that distinguishes it from the rest of *Omaha Magazine*, including having its own cover. Content is a mix of home/profile features, done with a human-interest element, including insightful stories about home trends, green building, home entertainment/technology, outdoor living, custom home building, interior design, and remodeling. The magazine devotes a feature in each issue to a historic Omaha home. The articles are complemented with high-quality, professional, home-flattering photography.

Readers receive OmahaHome alongside the city edition of Omaha Magazine.

#### Reserve your space today!

#### Rates/Per Issue • Net

	24 Issues	16 Issues	Eight Issues	Four Issues	Single Issue
<b>Special Positions</b>	\$3,000	\$3,210	\$3,430	\$3,860	\$4,280
Full Page	\$2,720	\$2,920	\$3,110	\$3,500	\$3,885
2/3 Page	\$2,240	\$2,400	\$2,560	\$2,880	\$3,200
1/2 Page	\$1,850	\$1,980	\$2,110	\$2,370	\$2,630
1/3 Page	\$1,330	\$1,430	\$1,520	\$1,710	\$1,900
Home Market Section:					
4 Spot	\$1,330	\$1,430	\$1,520	\$1,710	\$1,900
3 Spot	\$1,050	\$1,120	\$1,200	\$1,350	\$1,490
2 Spot	\$730	\$780	\$830	\$930	\$1,030
1 Spot	\$380	\$410	\$440	\$490	\$540

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#### **OmahaHome** Distribution

**25,000** Printed Copies **350,000** Print, Web Readership & Social Media

- \*3,000+ Home Related Outlets
- \*1,000 Newsstand

**\*5.6** readers per copy, totaling **140,000** 

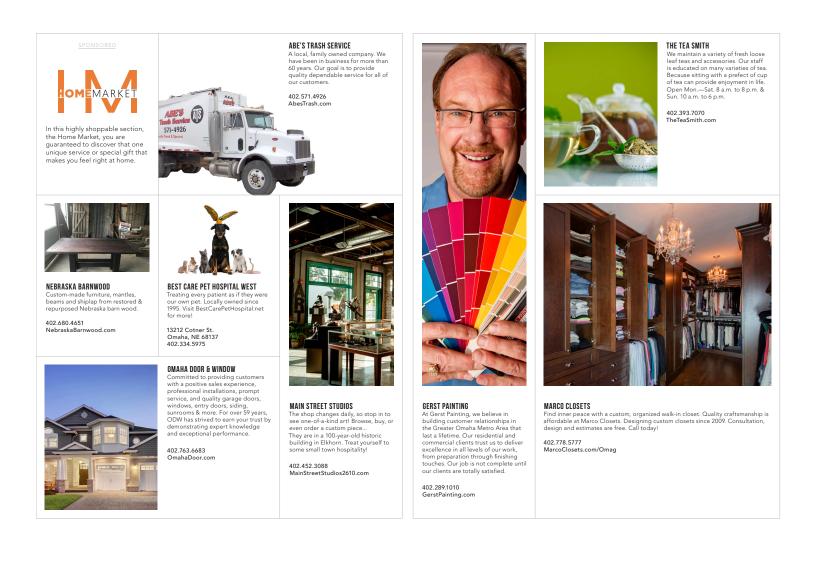
\*2017 Media Audit

Issue	Reserve Space	Ads Due Date
Jan./Feb.	Nov. 12, 2018	Nov. 16, 2018
March/April	Jan. 7, 2019	Jan. 11, 2019
Мау	March 11, 2019	March 15, 2019
June	April 8, 2019	April 12, 2019
July/Aug.	May 6, 2019	May 10, 2019
September	July 8, 2019	July 12, 2019
October	Aug. 12, 2019	Aug. 16, 2019
Nov./Dec.	Sept. 9, 2019	Sept. 13, 2019



#### GO BIGGER WITH THAT SMALLER AD!

OmahaHome's Home Market will give your economical 1-spot or 2-spot ad more bang for your buck. This fresh design encourages audience engagement by bringing together ads of the same size on the same page, creating a unified look that will draw the attention of OmahaHome's readers.



# 1-Spot

#### 15 Words + Photo + Business Name

+ Two of the following: Phone Number, Website, Address

## 2-Spot Horizontal

30 Words + Photo + Business Name

+ Two of the following: Phone Number, Website, Address

# 4-Spot Square

50 Words + Photo + Business Name

+ Two of the following: Phone Number, Website, Address

## 2-Spot Vertical

#### 30 Words + Photo + Business Name

+ Two of the following: Phone Number, Website, Address