

# 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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mahaHome

#### **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** 

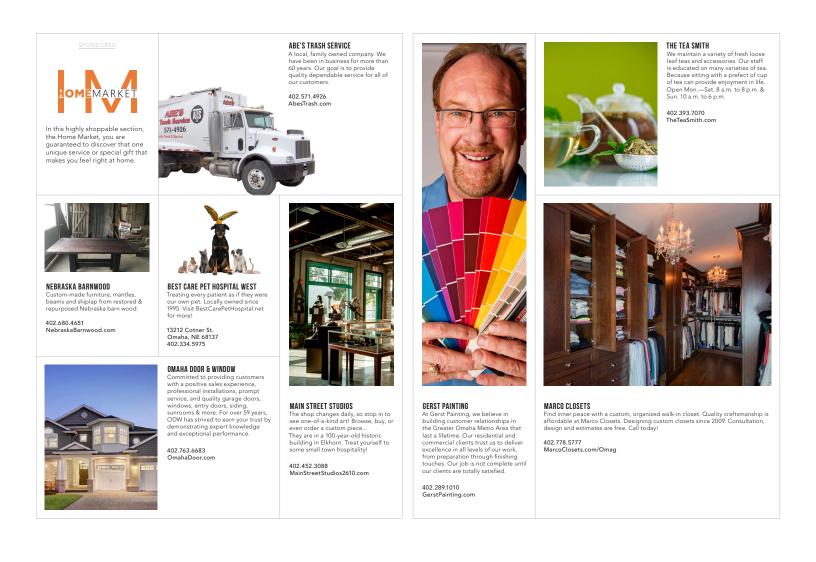
\*2017 Media Audit

| 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