

# OmahaHome

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      |
| ▶ <b>Full Page</b>          | \$2,720   | \$2,920   | \$3,110      | \$3,500     | \$3,885      |
| <b>2/3 Page</b>             | \$2,240   | \$2,400   | \$2,560      | \$2,880     | \$3,200      |
| <b>1/2 Page</b>             | \$1,850   | \$1,980   | \$2,110      | \$2,370     | \$2,630      |
| <b>1/3 Page</b>             | \$1,330   | \$1,430   | \$1,520      | \$1,710     | \$1,900      |
| <b>Home Market Section:</b> |           |           |              |             |              |
| <b>4 Spot</b>               | \$1,330   | \$1,430   | \$1,520      | \$1,710     | \$1,900      |
| <b>3 Spot</b>               | \$1,050   | \$1,120   | \$1,200      | \$1,350     | \$1,490      |
| <b>2 Spot</b>               | \$730     | \$780     | \$830        | \$930       | \$1,030      |
| <b>1 Spot</b>               | \$380     | \$410     | \$440        | \$490       | \$540        |



### 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   |
|--------------------|----------------|----------------|
| <b>Jan./Feb.</b>   | Nov. 12, 2018  | Nov. 16, 2018  |
| <b>March/April</b> | Jan. 7, 2019   | Jan. 11, 2019  |
| <b>May</b>         | March 11, 2019 | March 15, 2019 |
| <b>June</b>        | April 8, 2019  | April 12, 2019 |
| <b>July/Aug.</b>   | May 6, 2019    | May 10, 2019   |
| <b>September</b>   | July 8, 2019   | July 12, 2019  |
| <b>October</b>     | Aug. 12, 2019  | Aug. 16, 2019  |
| <b>Nov./Dec.</b>   | Sept. 9, 2019  | Sept. 13, 2019 |

# HOME MARKET

## 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.

|   |   |   |  |
|---|---|---|--|
| <p>SPONSORED</p>  <p>In this highly shoppable section, the Home Market, you are guaranteed to discover that one unique service or special gift that makes you feel right at home.</p>   | <p><b>ABE'S TRASH SERVICE</b><br/>A local, family owned company. We have been in business for more than 60 years. Our goal is to provide quality dependable service for all of our customers.</p>  <p>402.571.4926<br/>AbesTrash.com</p> |    |  <p><b>THE TEA SMITH</b><br/>We maintain a variety of fresh loose leaf teas and accessories. Our staff is educated on many varieties of tea. Because sitting with a perfect cup of tea can provide enjoyment in life. Open Mon.—Sat. 8 a.m. to 8 p.m. &amp; Sun. 10 a.m. to 6 p.m.</p> <p>402.393.7070<br/>TheTeaSmith.com</p> |
|  <p><b>NEBRASKA BARNWOOD</b><br/>Custom-made furniture, mantles, beams and shiplap from restored &amp; repurposed Nebraska barn wood.</p> <p>402.680.4651<br/>NebraskaBarnwood.com</p>  |  <p><b>BEST CARE PET HOSPITAL WEST</b><br/>Treating every patient as if they were our own pet. Locally owned since 1995. Visit BestCarePetHospital.net for more!</p> <p>13212 Cotner St.<br/>Omaha, NE 68137<br/>402.334.5975</p>        |    |   |
|  <p><b>OMAHA DOOR &amp; WINDOW</b><br/>Committed to providing customers with a positive sales experience, professional installations, prompt service, and quality garage doors, windows, entry doors, siding, sunrooms &amp; more. For over 59 years, ODW has strived to earn your trust by demonstrating expert knowledge and exceptional performance.</p> <p>402.763.6683<br/>OmahaDoor.com</p> | <p><b>MAIN STREET STUDIOS</b><br/>The shop changes daily, so stop in to see one-of-a-kind art! Browse, buy, or even order a custom piece... They are in a 100-year-old historic building in Elkhorn. Treat yourself to some small town hospitality!</p> <p>402.452.3088<br/>MainStreetStudios2610.com</p>                   | <p><b>GERST PAINTING</b><br/>At Gerst Painting, we believe in building customer relationships in the Greater Omaha Metro Area that last a lifetime. Our residential and commercial clients trust us to deliver excellence in all levels of our work, from preparation through finishing touches. Our job is not complete until our clients are totally satisfied.</p> <p>402.289.1010<br/>GerstPainting.com</p> | <p><b>MARCO CLOSETS</b><br/>Find inner peace with a custom, organized walk-in closet. Quality craftsmanship is affordable at Marco Closets. Designing custom closets since 2009. Consultation, design and estimates are free. Call today!</p> <p>402.778.5777<br/>MarcoClosets.com/Omag</p>  |

## 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