

Builder

hanley wood

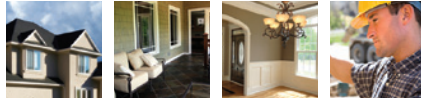
INNOVATE /// CREATE /// SUCCEED



The Leading Media Brand in the Residential Construction Industry

BUILDER delivers a strategic platform of data and media products to meet—and enhance—your 2012 marketing objectives. With a 34-year tradition of journalistic excellence, BUILDER is the trusted source for top builders, architects and other industry professionals in print, online, and in person.

	FEATURES		ONLINE COVERAGE	BONUS DISTRIBUTION
JANUARY Ad Close: Dec 1 Materials Due: Dec 3	The New American Home What's Next? Economic Forecast The New Normal	State of the Industry Survey Product Focus: IBS preview of products	Slideshows, floor plans and interviews from The New American Home; State of the Industry survey results; The New Normal survey results and video interviews	NAHB International Builders' Show (IBS) SURFACES
FEBRUARY Ad Close: Jan 1 Materials Due: Jan 3	BUILDER Concept Home 2012 Generation XYB Hearthstone BUILDER Humanitarian Awards Innovation in Design Challenge	What Buyers (Don't Know They) Want Best in American Living Awards (BALA) Product Focus: HVAC, bath ventilation	Daily IBS coverage (news, events, products); Expanded BUILDER Concept Home coverage (videos, interviews, stories); Video interviews with Hearthstone BUILDER award winners	NAHB International Builders' Show (IBS)
MARCH Ad Close: Feb 1 Materials Due: Feb 3	America's Best Builders The Move to Multifamily Design for Density	Product Focus: Surfacing, lighting	Video interviews from America's Best Builders; Design for Density slideshows and floor plans	Kitchen & Bath Industry Show (KBIS)
APRIL Ad Close: Mar 1 Materials Due: Mar 3	2012 Buyer's Guide and Web Directory Editors' Picks: Most Innovative Products	Favorite 50 Brand Use Study	Digital version of the Buyer's Guide and the complete manufacturers' directory	
MAY Ad Close: Apr 1 Materials Due: Apr 3	BUILDER 100 Watermark Awards Community Building Innovation in Design Challenge	The Hanley Award Product Focus: Toilets, appliances	Deep coverage of the BUILDER 100 and Next 100 (interactive charts, newsletters, webinars, event coverage, presentations, videos); Expanded Watermark coverage and slideshows; Video interview of the Hanley Award winner; KBIS show coverage	Hanley Award for Vision and Leadership in Sustainable Housing, Housing Leadership Summit
JUNE Ad Close: May 1 Materials Due: May 3	Local Leaders Best-Selling Communities New Benchmarks for Quality	Product Focus: Drywall, paints	Enhanced local housing data and Local Leaders information; PCBC show coverage of product introductions, educational sessions, and video interviews	PCBC
JULY Ad Close: Jun 1 Materials Due: Jun 3	BUILDER Special Issue: Small House Spectacular Green Products Guide	Product Focus: Insulated siding, wind turbines	Special Report slideshows and interviews	
AUGUST Ad Close: Jul 1 Materials Due: Jul 3	Innovation Special Report: New Ideas, People, Projects, Products Trade Secrets: 50 Ways to Make More Money Innovation in Design Challenge	Gold Nugget Awards Product Focus: Tools, landscaping	Innovation Conference microsite launch; Expanded Gold Nugget Awards coverage (additional winning projects, slideshows, floor plans, video interviews)	
SEPTEMBER Ad Close: Aug 1 Materials Due: Aug 3	Young Turks: Innovative Young Builders 2012 New-Home Shopper Survey	Who's Really Buying? Product Focus: Windows, doors	New-Home Shopper Survey complete results	
OCTOBER Ad Close: Sep 1 Materials Due: Sep 3	Builder's Choice Hall of Fame for Design Excellence	Product Focus: Flooring, solar panels	Expanded Builder's Choice coverage (photos slideshows, floor plans, site plans, judges' comments); Videos of Hall of Fame inductees and archive of all winners; Expanded Innovation Conference coverage	Builder's Choice Design and Planning Awards, Innovation Conference
NOVEMBER Ad Close: Oct 1 Materials Due: Oct 3	What's New in Energy Efficiency Eco-friendly Landscaping Innovation in Design Challenge	Product Focus: Roofing, housewrap	Slideshows and floor plans focused on green and sustainable building and design	Greenbuild 2012
DECEMBER Ad Close: Nov 1 Materials Due: Nov 3	What's Next for Home Building? Adaptive Re-use 50 Most Innovative People in Home Building	Special Section: IBS Pre-Show Planner Product Focus: Decking, energy recovery ventilators	Interviews with trendsetters	



BUILDER, the leading media brand in residential construction, seeks to inspire readers and viewers by chronicling success through innovation in home building. Whether through its magazine, e-newsletters, website, videos, or other media, **BUILDER**'s mission is to identify best business practices, new products, cutting-edge technology, and design innovation to help its audience succeed. With a 34-year tradition of journalism excellence, **BUILDER** is a trusted source for builders, architects, and other industry professionals in print, online, and in person.

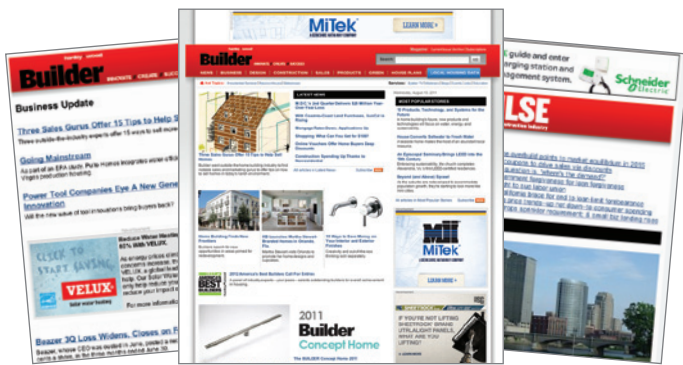


PRINT

BUILDER magazine, the magazine of the National Association of Home Builders (NAHB), is published monthly and delivers in-depth features on design, business, construction, technology, marketing, and products to more than 100,000 home building professionals (expanded total audience with digital edition recipients encompasses 189,389). Signature issues include the Buyer's Guide (April), **BUILDER** 100 (May), Local Leaders (June), and Builder's Choice (October).

Source: BPA Brand Audit Report, June 2011

ONLINE



BUILDER Pulse is delivered daily to 100,000 home building professionals and serves as a concise, must-read email newsletter that combines original content and analysis with the best breaking news from across the Web.²

BUILDER Business Update is delivered daily to 85,000 home building professionals. Redesigned for 2012, it distinctly focuses on innovation and reports on news, trends, and analysis across the home building industry. Specialty newsletters each month focus on key core topics including design, new products, local markets, and green construction.²

BUILDEROnline.com serves the information needs of more than 125,000 residential construction professionals each month¹ and features 24/7 instant access to a breadth of resources:

- Breaking industry news
- On-demand videos, webinars, design slideshows, and white papers
- Local housing data
- Provocative Web-first lists
- Industry blogs
- Product reviews
- House plans
- Education/training
- Digital archives of **BUILDER** magazine

BUILDER also produces an extensive portfolio of eMedia products to enhance your marketing strategies. Ask your Regional Sales Manager about these opportunities and more:

- **BUILDER digital edition** (delivered to more than 85,000 home building professionals)²
- **BUILDER TV**
- **Editorially-driven Webinars**

1. Source: Omniture, SiteCatalyst, YTD average as of June 2011
 2. Source: Publisher's Own Data, Guaranteed Minimum Circulation, June 2011

Builder

BUILDER's comprehensive platform of high-impact media products delivers results. From traditional print and online opportunities—to strategic marketing mediums—BUILDER is your top source for reaching and impacting home building professionals. Contact your Regional Sales Manager today to customize a program for 2012 that enhances your marketing objectives.



EVENTS AND AWARDS PROGRAMS

BUILDER will define innovation, deliver it, recognize it, and honor it throughout 2012 (in print and online) with special coverage of the changing market conditions/economic realities of the 21st century, the business methods of a new generation of builders, and a look at the suppliers who help our industry experience true innovation in new products, new services, and new ways of looking at the supply chain. In October, our commitment to innovation will culminate with our first **Innovation Conference and Awards**, which will bring the culture of innovation in home building to life.

The **New American Home (TNAH)** is constructed annually by the NAHB in conjunction with the International Builders' Show to showcase innovative building technologies and the latest building products. (January)

The **BUILDER Concept Home** is a multimedia project — combining physically built and virtually rendered homes — that receives national media attention and industry recognition for excellence and innovation each year. (February)

The **HEARTHSTONE BUILDER Humanitarian Awards** are given each year to builders who demonstrate a lifetime commitment to public service. (February)

Sponsored by NAHB's Design Committee, the **Best in American Living Awards (BALA)** recognizes exceptional design and uses the example of trend setting designs to educate builders and improve design in all aspects of the housing industry. (February)

America's Best Builder awards honor the best home builders in the country for excellence in finance/operations, design/construction, customer service/quality, community/industry service, and marketing. (March)

Powered by data from Housing IntelligencePro, **BUILDER Local Housing Updates** offer targeted market reports focused on both local and national economic outlooks. These events combine intelligence, winning strategies, and peer-to-peer networking where builders live and work. (spring/fall)

BUILDER 100 is one of the industry's premier programs, ranking and profiling America's top home builders (public and private) by annual closings, gross revenue, and rate of change year over year, as well as information about where and what they build. (May)

Sponsored by BUILDER, EcoHome and The Hanley Foundation, the **Hanley Award for Vision and Leadership in Sustainable Housing** honors outstanding individuals who have demonstrated an unusually significant commitment and contribution to sustainability in residential construction. (May BUILDER and May/June EcoHome)

Produced by BUILDER and BIG BUILDER, the **Housing Leadership Summit** unites America's most influential residential construction executives and focuses on tactics and insights for success that can be implemented across the largest organizations, as well as the most-innovative, fastest-growing companies. (May 14-16, 2012 at The Waldorf-Astoria in New York, NY)

Sponsored by BUILDER and CUSTOM HOME, the annual **Watermark Awards** honor builders, architects, and designers for quality, innovation, and excellence in kitchen and bath design. (May BUILDER and March/April CUSTOM HOME)

For more than 30 years, the **Builder's Choice Design and Planning Awards** have honored the latest trends and influences in architecture, design, and community planning across the nation. (October)

STRATEGIC MARKETING OPPORTUNITIES

BUILDER House Plans is the No. 1 source for house plans across the home building industry. Our customers are in-market, ready-to-build buyers. They are developing and building projects—making them the top targets you want to influence regarding building product decisions.

BUILDER has a free, customized **iPad application** specifically designed for iPad users. The app is built for maximum iPad compatibility, allowing users to quickly scroll through the colorful mosaic of items and expand/manipulate video and image files with ease.

BUILDER Local Markets encompasses a suite of data-driven solutions that leverage the Housing IntelligencePro platform and connect building product manufacturers with home building activity on a market-by-market basis.

Housing IntelligencePro (HIP) provides essential insight and a competitive edge into the residential construction market. From a national perspective—down to the most targeted locality—HIP powers the BUILDER platform by isolating and delivering new home construction activity on a market-by-market basis.

- Quantifiable facts to back up market prioritization for marketing investments
- Thorough information about current and future healthy markets—markets which produce greater building activity
- Insights into key home building segments so you can target your investment and advertising/sponsorship spend
- Solid home building data which can be leveraged to reach key market segments across multiple platforms

VISIT THE BUILDER MEDIA KIT ONLINE
AT BUILDERMEDIKIT.COM

ADVERTISING CONTACTS

Jeff Calore, Group Publisher | 202.380.3766 | jcalore@hanleywood.com