

NEW OLD HOUSE

Inspired Traditions



EDITORIAL CALENDAR 2020



Welcome to New Old House

Special Edition: Our annual *New Old House*, a high-quality, oversize “bookazine,” is published annually during the high-volume late fall season.

New Old House has a dedicated following of homeowners (and their designers) planning to build a house with a great sense of place, a house like their grandmother had, a house that embodies quality and tradition now and for the future. They want to build a home that looks vintage, but functions like new—truly, a new old house. These affluent, well-educated professionals have the means and the wherewithal to make their dream house a reality.

For over a decade, we’ve been showcasing new houses that combine the architectural integrity of past traditions with today’s modern conveniences and innovation. Our editorial creates its own unique space, weaving together a terrific combination of past and present with coverage of design, plans, new building, interiors, and appropriate products. This year we add new departments and features, plus:

- More floor plans, inviting even more depth of understanding for readers.
- Additional, well-curated products pages, introducing and explaining the companies, materials, finishes, fixtures, and furnishings our readers seek.

NEW OLD HOUSE 2020

THEMES: KITCHENS & BATHS

• TIME-HONORED BUILDING MATERIALS • INTERIORS

- New kitchens and baths inspired by the best in period design, but built for today’s expectations
- Homes designed by the country’s top residential architects working in classical, traditional, and period-inspired vocabularies
- Insights from published designers on adding a sense of history, layering, and more
- Traditional building: the return of stone, wood cabinet details, and more
- Editors’ picks: furniture & fittings, kitchens & baths

CLOSE DATE: 9/4/2020

MATERIALS DUE: 9/18/2020

ON-SALE DATE: 11/24/2020



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Audience

The *New Old House* audience consists of affluent, well-educated professionals (often from the baby boomer generation) who love the sensibilities of an old house, but don't want the challenges of renovating one. *New Old House* owners want to create a sense of place. They want the house their grandmothers had—not the ranch-style home their parents owned. They want to build a house that looks old, but functions new—a house about quality rather than quantity.

at a glance

AFFLUENT

Median income \$128,750

Median value of home owned \$594,000

COLLEGE EDUCATED

87% have an undergraduate degree or higher

51% female / 49% male

ACTIVE

63% will make product brand purchasing decisions

50% have plans to build or renovate their home within 3 years

ENGAGED

77% have built or renovated a home before

56% like the advertisements

66% buy magazines on the newsstand

72% fall between the ages of 35-54

63% are currently building or renovating a home

50% have plans to build or renovate their home within a year

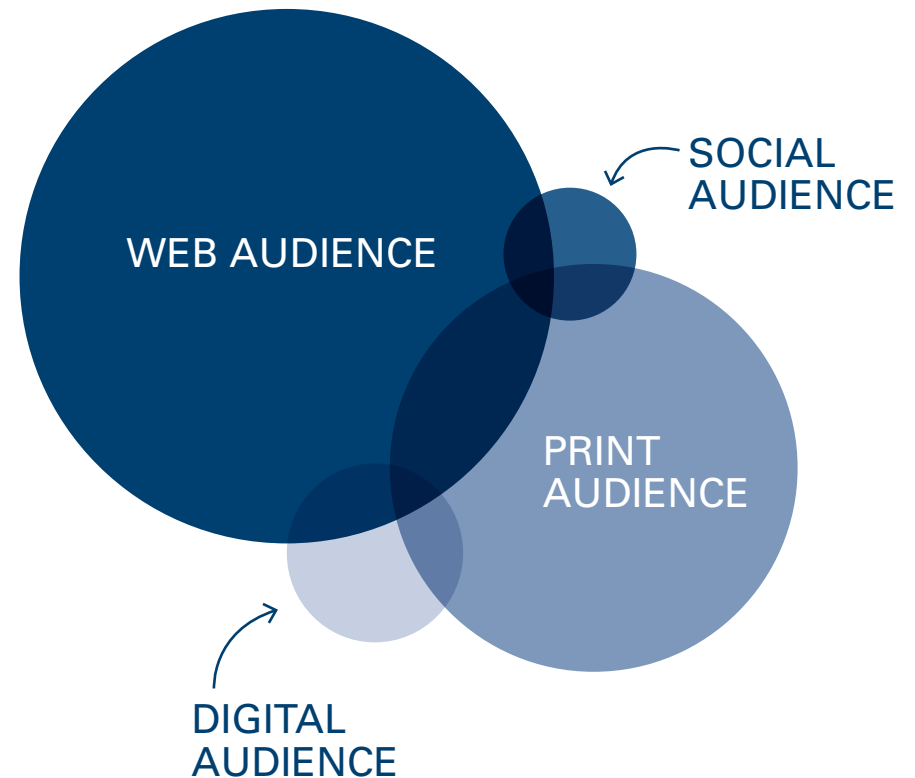
77% have built or renovated a home before

91% are heavily involved in making buying decisions

96% are the primary source of ideas for design, building, renovation, and product selection

(Source: *New Old House* Subscriber Research)

Total Audience of
New Old House is 3,240,316



Catapult's mission is simple: To facilitate dynamic customer conversations. To achieve your marketing goals, they'll co-curate targeted messaging and tap the experts and technology of AIM's enthusiast network. Creative, credible, and connected — their team leverages unrivaled capabilities and reach for your brand.



CUSTOM CONTENT

- › Native advertising
- › Blogs, newsletters, social
- › Influencer networks
- › Athlete & expert ghostwriting
- › Online classes (B2C & B2B)



VIDEO & TV PRODUCTION

- › Short-form storytelling
- › Native content
- › Branding & corporate storytelling
- › Advertising campaigns
- › Long form features
- › TV production & consulting



LEAD GENERATION

- › Simple name/email capture
- › Content campaigns
- › Live & virtual events
- › Full nurture/qualify campaigns



CREATIVE SERVICES

- › Print & digital ad creative
- › Photo & video shoots
- › Branding strategy & execution
- › Logos & corporate assets
- › POS displays & packing



EVENT ACTIVATION

- › Logistics management
- › Full turnkey strategy & execution
- › Ticket sales
- › Retail & other mobile tours



SOCIAL AUDITS & STRATEGY

- › Engagements audits
- › Contents strategy & execution
- › Analytics & measurement
- › Influencer campaigns



RESEARCH SERVICES

- › Market studies
- › Focus groups
- › Reader panels
- › Brand awareness/loyalty



DATA SERVICES

- › Customer profiling & tracking
- › Multi-audience marketing
- › Predictive intelligence

Additional Promotional Opportunities

lead generation enhancement

We refine our audience for your specific needs, nurture the leads, and deliver them to you with detailed reporting. Your program may include a library of topic-specific sponsored articles and/or webinars covering all aspects of news homes that are built with the integrity of yesterday and the modern innovations of today. The library of content that can touch on traditional design and the modern conveniences that bring together the past and the present will be available free for instant download to email addresses, allowing us not only to broaden our service to new house enthusiasts, but also to obtain essential contact information.

products available

PRODUCT CATEGORY SPONSORSHIPS:

Position your company's product photo near the top of the category page next to your online listing where buyers are searching for your product type (wood windows, door hardware, etc.). Advertising in your product category drives click thrus to your website and builds brand awareness. Sponsorships limited to 2 per category.

PRODUCTS OF THE WEEK: Want to get your company noticed? Our new Products of the Week will feature your company's description, a photo, and a link back to your Company Profile on each editorial page of the site. Reach out to architects, contractors, building managers and suppliers who visit our site each month.

NATIVE/SPONSORED CONTENT: Add your content to our websites and be promoted on the main page for one month. The content will blend in with the rest of our editorial content and remain on our websites as evergreen content.

ENHANCED LISTINGS: Add a product photo to your online listing for increased visibility and positioning higher on the product category page.

RUN OF SITE/GEO-TARGETED BANNER ADS:

For maximum web impressions and visibility across the sites, run your online tower or banner ad on OldHouseOnline.com.

SOCIAL MEDIA MONTHLY SPONSORSHIPS:

Social Media has become influential in everyone's daily life. Studies show that customers would rather give their money to businesses with an active Facebook page—people get a warm and fuzzy feeling when they see a business that's building a community for themselves.

In 2020 our editors will post on a topic for an entire month on Facebook and Twitter! Each month brings a different topic that coincides with the coverage of NOH. Sponsor a month and we will link your company's Facebook and Twitter pages to our postings during the entire month. We will also post images, contests, etc from your social pages to ours.

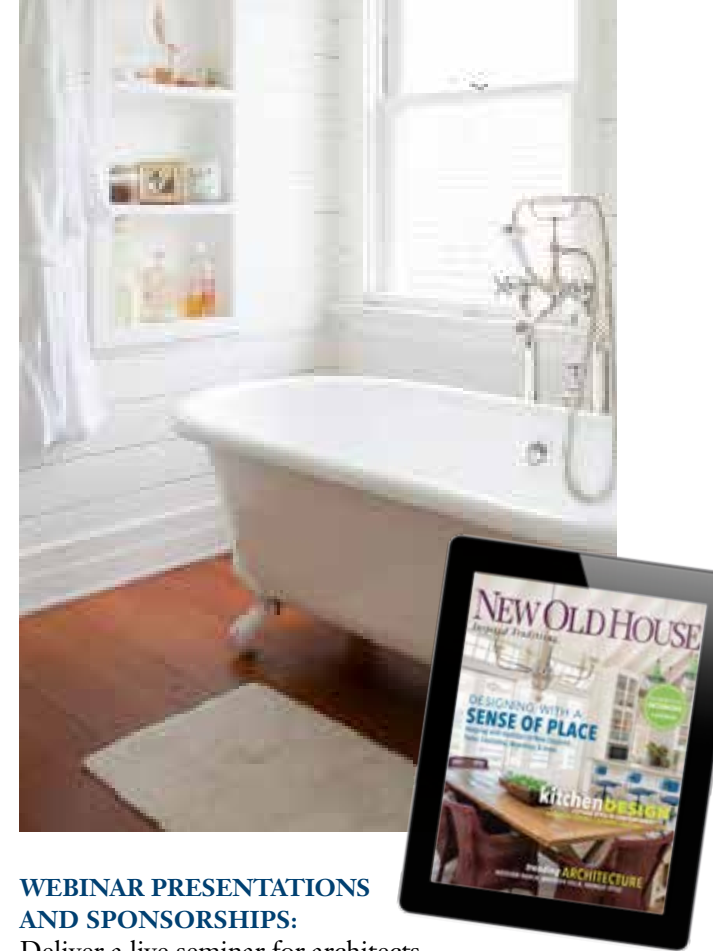
There are also single posts opportunities, as well as Instagram and Pinterest options.

E-NEWSLETTERS (OPT-IN SUBSCRIBERS ONLY, NO SPAM):

Sponsor an outbound eNewsletter delivered to opt-in subscribers covering old house topics from decorating, flooring lighting, kitchens, hardware to textiles and more.

DEDICATED CUSTOM EMAILS (OPT-IN SUBSCRIBERS ONLY, NO SPAM):

Work with our team to develop a Custom Email and send to our eNewsletter subscribers.



WEBINAR PRESENTATIONS AND SPONSORSHIPS:

Deliver a live seminar for architects, developers, building owners, facility managers, designers, builders and renovators. Web seminars are LIVE first, then archived on our websites.

VIDEO CREATION AND SPONSORSHIPS:

Work with our production team to create a company video or sponsor a series of videos.

WEBSITES: Our websites are hitting record traffic numbers—OldHouseOnline.com with 5.7 million page views/year and 3.2 million visitors/year and ArtsandCraftsHomes.com with 1 million page views/year and 440,000 visitors/year.

DIGITAL MEDIA: *New Old House* digital edition allows the user to click tappable links for immediate access to the company's website for more information or to buy the product.