

# Advertising Frequency Programs

## 12-issue Program

BUILD BRAND AWARENESS AND MAXIMIZE SALES LEAD POTENTIAL. DELIVER YOUR PRODUCTS TO THE OLD HOME RESTORATION MARKET AND THE GROWING HISTORICALLY INSPIRED NEW CONSTRUCTION MARKET.

12 issues include six issues of Old-House Journal, four issues of New Old House, Old-House Journal's Restoration Directory, and Old-House Journal's Traditional Products.

Benefits:

- 12x Frequency Rate
- 12 Month Web Page and Link
- Reader Service Listing in magazine; bi-monthly delivery of sales leads; online listing & link
- Bonus Distribution at Traditional Building Exhibition and Conference
- Free Listing in Old-House Journal's Restoration Directory Magazine and Online
- Free Show Distribution

## 8-issue Program

SELECT EIGHT ISSUES OF OLD-HOUSE JOURNAL AND NEW OLD HOUSE THAT FIT YOUR MARKETING NEEDS.

Benefits:

- 8x Frequency Rate
- 12 Month Web Page and Link
- Reader Service Listing in magazine; bi-monthly delivery of sales leads; online listing & link
- Bonus Distribution at Traditional Building Exhibition and Conference
- Free Listing in Old-House Journal's Restoration Directory Magazine and Online
- Free Show Distribution

## 6-issue Program

A COST-EFFECTIVE METHOD TO REACH OLD-HOUSE JOURNAL'S ACTIVE-BUYING AUDIENCE. CHOOSE ANY SIX ISSUES OF OLD-HOUSE JOURNAL, NEW OLD HOUSE OR DIRECTORIES.

Benefits:

- 6x Frequency Rate
- 6 Month Web Page and Link
- Reader Service Listing in Magazine; bi-monthly delivery of sales leads; online listing & link
- Bonus Distribution at Traditional Building Exhibition and Conference
- Free Show Distribution

