

special promotional feature

January ❁ 2017

# Build Home Improvement Sales

*“Women represent the biggest marketing opportunity in the world.”*

*—Harvard Business Review*

**As chief purchasing officers in homes, women are nailing home improvement with their remarkable spending power.**

Size & Pricing

▶ Half Page • \$849/Issue • 150 words  
▶ Full Page • \$1,299/Issue • 270-500\* words

*\*depending on photo size*

Women:

- ▶ make 85% of home remodeling decisions.
- ▶ are responsible for 80% of home projects.
- ▶ influence 91% of new home purchases.
- ▶ decide 94% of furniture deals.

**Deadline: 11/29 (CR: 12/5)**

**Call today: 239-598-0961**

Sources: The Association of Magazine Media, MPA Factbook 2014, TheNorthwestern.com, She-Economy, Ms Smith Marketing, StartUpNation, Clickz, Inc.com, Girlpower Marketing, Catalyst, Forbes, National Association of Home Builders – Using Social Media to Sell Homes, 2010, Griponotoolsus.wordpress.com (Why Women Are Buying More Tools), 2011, Harvard Business Review: The Female Economy, 2009, Do-it-herself.com (Women and Home Maintenance Facts).