



2019 MEDIA KIT

VOLUME 14, 2019
PRINT & DIGITAL DISTRIBUTION

GREEN HOME Builder™

The U.S. High-Performance Housing Resource ©



**Proudly serving the
U.S. sustainable, net-zero
homebuilding business since 2005.**



"LifeStyle Homes enjoyed working with Green Home Builder on the feature article. The process was smooth and easy. Thanks again for selecting LifeStyle Homes for this. We are very proud to be showcased in your magazine."

Karen Hufford,
Marketing Director, LifeStyle Homes



**96,000 Homebuilders, Architects,
and stakeholders in sustainable and
energy efficient homebuilding, with
no wasted circulation.**

www.penpubinc.com
advertising@penpubinc.com
(949) 631-0308

BUILDER.MEDIA

PENINSULA PUBLISHING
BUSINESS MEDIA FOR U.S. BUILDING PROFESSIONALS



96,000 *National
Subscribers (C-Level)*

“Kudos for the well written article. It was very accurate , informative and apparently relevant. Glad to be of assistance!”

— Mark J. Nuzzolo, Member of Brookside Development LLC

“Just saw the May/June issue up! Yay! Kudos — huge issue. Thanks for all our inclusions.”

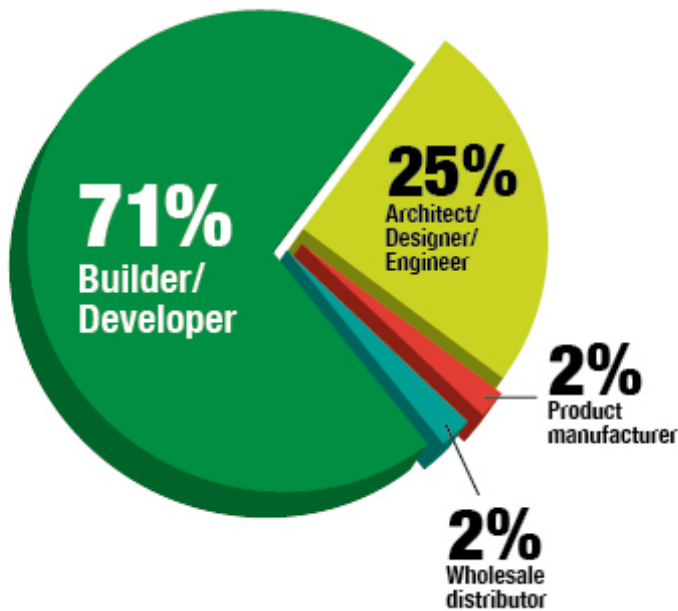
— Julie D Brow, dubroWORKS PR

TM

GREEN HOME **Builder**

**is read by modern American
home building professionals including:**

Production and custom home builders, remodelers, multifamily builders, land developers, architects, interior designers, and specialty trade contractors across the United States



Readership & Circulation:

Builder / Developer	71%
Architect / Designer / Engineer	25%
Product Manufacturer	2%
Wholesale Distributor	2%
Total Qualified Circulation	100%

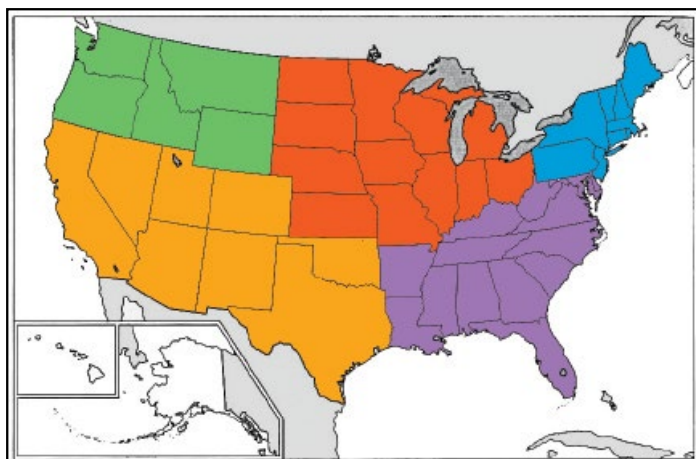
Qualified recipients include presidents, vice presidents, owners, partners, CEOs, COOs, CFOs, directors, architects, designers, engineers, construction managers, superintendents, sales & marketing managers, purchasing agents and other building industry professionals allied to the field.

*2014 Subscription Card Survey, BLB Independent Market Research

NW: 19%

MW: 11%

SW: 27%



NE: 17%

SE: 26%

*2016 Subscription Card Survey, BLB Independent Market Research

Types of construction projects our readers are building:



**Single-Family,
Production**



Multifamily



**Single-Family,
Custom**



Remodel

*2018 Subscription Card Survey, BLB Independent Market Research



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GREEN HOME Builder

Reach 100% of the Home Builder Market

Lead Generation
Data
Content Marketing
Lead Nurturing
Retargeting

Events
Demonstration
Home Tours
Conference Events
Social Networking

Integrated Media
Targeted Messaging
Digital Editions
Newsletters
Magazines
Websites

Custom Solutions
Market Segmentation
Database Management
Social Media
Web Development
Custom Videos

Research
Product/Brand Usage
Focus Groups
Subscriber Preference
Advertising Tracking

Every day **USGBC** is helping advance spaces that are better for the environment and healthier for us to live, work and play in. **Green Home Builder** magazine enjoys continuous collaboration with them and their industry experts, and is proud to feature many **LEED** certified projects, as well as certifying our own ABC Green Home to LEED standards, to do our part to remain a key driving force for green building.



GREEN HOME Builder

SOCIAL MEDIA

Exclusive Social Strategy

Drawing on partners, influencers, content curation, and a network of social resources, we develop exclusive social outreach campaigns for your brand.

- Kitchen and Bath Architect targeted programs
- Social Influencer program
- Channel Build-Ups
- Event Marketing program
- Social Content Curation and Creation
- Homebuilding Technologies



Homebuilding Technologies

Custom Video Production/Distribution

Homebuilding Technologies is an exclusive digital video series that highlights the science, technology, and R&D of a product project.

We produce stunning company profiles as we go "inside..." a specific company to learn about the people and processes behind its products.

We also produce custom videos like conversations with executives, product spotlights at trade shows, or project case studies around the country.



The Annual Pubby Awards:

Every year in December, we poll our readers on who amongst their peers deserves the highest recognitions of Builder of the Year, Developer of the Year, and Architect of the Year. We recognize those who win with a Pubby Award for the year and a full feature on their company and the work that set them apart in the eyes of their colleagues.



Who's Who in the Building Industry:

The Who's Who is always a crowd pleaser. We take the opportunity to recognize the movers and shakers in the industry for the year, many of whom are our contributors and featured builders, developers, and architects, with a headshot and short synopsis of the who, what, when, where, and why.



The Brand Survey:

Each fall, we poll our entire circulation to rank their favorite building material manufacturers across the spectrum of home building products. Winning products are featured in our December and January issues, with product shots and descriptions for every winner. Advertisers also carry the Brand Survey Winner logo on their ads throughout the year.





Our database of 170,000 opt-in digital subscribers represents a community of seasoned home building industry executives in the current housing market. Successfully gaining an online presence as our unique and inquisitive content grows, our websites, e-newsletters, flipbooks and e-mail marketing has optimized our digital products to provide professionals with robust resources to reference. With content that supports the current trends and techniques in interactive media tools, we are effectively using every outlet to inform industry professionals in a fast, personal and cost-effective manner. We seamlessly integrate our print and digital magazines by incorporating logo links for companies, embedded video and audio files, social media links, e-mail contacts, blogs and online directories.



BUILDER.MEDIA

- Our newest brand covers the most important, timely topics in the building industry
- A highly bookmarkable, one-stop-shop for all relevant builder news
- Daily updates, Popular articles from across our brands, and Original content all find a home on Builder. Media
- Live coverage of housing conferences and events
- Custom video creation
- Skyscraper ad

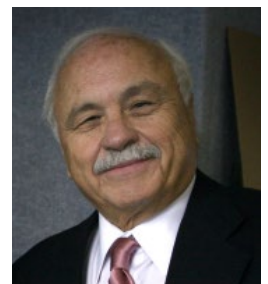
www.greenhomebuildermag.com

- Current magazine issue content such as feature articles and columns from contributors.
- Most popular articles from the current and past magazine issues.
- Blogging from our editors and contributors in the industry.
- Up-to-date industry news stories as a resource reference for current industry trends.
- Powerful search tool for all archived articles, columns and blogs.

BUILDER BYTES

- Tri-weekly e-newsletter reaching nearly 170,000 opt-in subscribers.
- Features 20 active links of the latest industry news stories.
- Editorialized and critical outlook on each story from notable news sources.
- Content covers: housing market; economic impact; finance; land use and development; legal matters and senior housing.

“Peninsula Publishing... reaches the right person at the right time allowing us to grow our market share and brand image. Our account representative has been instrumental in providing additional exposure outside the magazine, expanding our reach at no additional expense.”
- Tom Colasanto, Tamarack Technologies, Inc.





Our database of opt-in digital subscribers represents a community of seasoned home building industry executives in the current housing market.

Successfully gaining an online presence as our unique and inquisitive content grows, our websites, e-newsletters, flipbooks and e-mail marketing has optimized our digital products to provide professionals with robust resources to reference.

With content that supports the current trends and techniques in interactive media tools, we are effectively using every outlet to inform industry professionals in a fast, personal and cost-effective manner.

We seamlessly integrate our print and digital magazines by incorporating logo links for companies, embedded video and audio files, social media links, e-mail contacts, blogs and online directories combined with interactive digital flipbook editions with clickable ad links. Our platforms are all mobile friendly and easy to use online.



WWW.GREENHOMEBUILDERMAG.COM

- Current magazine issue content such as feature articles and columns from contributors.
- Most popular articles from the current and past magazine issues.
- Blogging from our editors and contributors in the industry.
- Up-to-date industry news stories as a resource reference for current industry trends.
- Powerful search tool for all archived articles, columns and blogs.
- \$3,965 per month for 1 skyscraper AD.



WWW.BUILDERBYTES.COM

- Tri-weekly e-newsletter reaching nearly 170,000 opt-in subscribers.
- Features 25 active links to the latest industry news stories.
- Editorialized and critical outlook on each story from notable news sources.
- Content covers: housing market; economic impact; finance; land use and development; legal matters; senior housing; and green themes.
- \$5,115 per month for 12 skyscraper ADs



Digital Flipbook

- Digital delivery of the latest edition of the magazine.
- Content with click-through tracking and ads linked to company websites.
- Embedded video and audio files, social media links and e-mail contacts.
- E-mail blast to 170,000 opt-in digital subscribers from www.builderbytes.com.

GREEN HOME Builder

DOWNLOAD THIS ISSUE NOW



Flipbook Sponsored Digital Postcard

- Provides exposure of the latest edition of each magazine.
- Effectively uses e-mail marketing as an interactive, fast and personal way to reach subscribers.
- Gains customer retention and acquisition as a tool.
- \$4,995 per month.



Angelus Block Co., Inc. is pleased to announce our new online product catalog is now available. Click on the pages below to view.



For additional information please call (951) 328-9115 or email Tom Murphy at info@angeluspavingstones.com

E-mail Marketing and Collateral

- An effective and affordable way to raise awareness and generate response.
- Supplement a print and digital marketing campaign and online presence in the industry.
- Programs are cost-effective and designed specifically for your budgets.
- \$4,995

Proven Digital Campaign Success



Peninsula Publishing worked with New York advertising agency CARAT to create and execute a digital campaign on behalf of their client GE/Haier.

The campaign included a video, a banner, and a skyscraper ad, which were published on the Builder and Developer magazine website, BDMag.com, and the E-Newsletter, BuilderBytes.com. The campaign started on June 6th and ended on July 31st.

BDMag.com & Builder Bytes Report for GE/HAIER

ASSETS:

Banner: 728x90



Sky: 160x600



Sky: 160x300





Video: 300x180



REPORTS:

NOVUS⁷ June 2016



1	GE_MarketAd						
2	Date/Time Generated	7/1/16 2:08 PM					
3	Report Time Zone	America/New_York					
4	Account ID	5215					
5	Date Range	6/1/16 - 6/30/16					
6	Advertiser	Equals General Electric Company (2553837)					
7	Campaign	Equals 2016 Builder & Developer (984037)					
8	Campaign	Equals GE Developer 2016 (9401346)					
9	Campaign	Placement	Site (DCM)	Placement	Creative Pixel Size	Impressions	Clicks
10	2016 Builder & Developer	133280724	Builder and Developer	BuilderandDeveloper_728x90 Banner_June_PID:164568	728x90	81,761	238
11	2016 Builder & Developer	133281473	Builder and Developer	160x600 Builder and Developer eNewsletter/Skyscraper or 160x600	160x600	64,664	21
12	2016 Builder & Developer	133281856	Builder and Developer	125x125 Builder and Developer eNewsletter/Banner on Buil	125x125	11,456	5
13	2016 Builder & Developer	133281907	Builder and Developer	468x60 Builder and Developer eNewsletter/Banner on Buil	468x60	1	-
14	2016 Builder & Developer	133282947	Builder and Developer	300x180 Video_June_PID: 164568	300x180	70,086	1
15	2016 Builder & Developer	133282947	Builder and Developer	300x180 Video_June_PID: 164568	300x180	3	-
16	2016 Builder & Developer	133282958	Builder and Developer	160x300 Builder and Developer eNewsletter/Banner on Bu	160x300	59,830	8
17	2016 Builder & Developer	133282999	Builder and Developer	160x300 Builder and Developer eNewsletter/Banner on Bu	160x300	65,418	16
18	2016 Builder & Developer	133283702	Builder and Developer	300x600 Builder and Developer eNewsletter/Banner on Buil	300x600	15,870	23
19	2016 Builder & Developer	133411420	Builder and Developer	300x250 Banner_June_PID:164568	300x250	16,077	32
20	Grand Total:	---	---	---	---	385,166	344






CARAT placed their own ad-tracking tags underneath their digital assets and provided a final report on the results of the campaign. These are the assets we published and the highly-successful result.

The agency anticipated **570,000** impressions to be delivered during the two-month campaign. We delivered **632,956** impressions.

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BUILDER BYTES

REPORTS:						
NOVUS July 2016						
1	GE_MarketAd					
2	Date/Time Generated	8/1/16 12:04 PM				
3	Report Time Zone	America/New_York				
4	Account ID	5215				
5	Date Range	7/1/16 - 7/31/16				
6	Advertiser	Equals General Electric Company (2553837)				
7	Campaign	Equals 2016 Builder & Developer (984037)				
8	Placement	Equals 160x300 Builder and Developer eNewsletter/Banner on BuilderBytes_6-6-30_PID: 164568 (133282958)				
9	Placement	Equals 160x300 Builder and Developer eNewsletter/Banner on BuilderBytes_6-6-30_PID: 164568 (133282999)				
10	Placement	Equals 160x600 Builder and Developer eNewsletter/Skyscraper on BuilderBytes_6-6-30_PID: 164568 (133281473)				
11	Placement	Equals 468x60 Builder and Developer eNewsletter/Banner on BuilderBytes_6-6-30_PID: 164568 (133281907)				
12	Placement	Equals Builder and Developer_PID: 164568_300x600 (133283702)				
13	Placement	Equals BuilderandDeveloper_125x125 Banner_June_PID: 164568 (133281856)				
14	Placement	Equals BuilderandDeveloper_300x180 Video_June_PID: 164568 (133282947)				
15	Placement	Equals BuilderandDeveloper_300x250 Banner_June_PID: 164568 (133411420)				
16	Placement	Equals BuilderandDeveloper_728x90 Banner_June_PID: 164568 (133280724)				
Placement ID	Site (DCM)	Placement	Creative Pixel Size	Date	Impressions	Clicks
17	133280724	Builder and Developer	BuilderandDeveloper_728x90	2016-07-01 to 2016-07-31	62,376	293
18	133281473	Builder and Developer	160x600 Builder and Developer eNewsletter/Skyscraper or 160x600	2016-07-01 to 2016-07-31	36,062	9
19	133281856	Builder and Developer	125x125 Builder and Developer eNewsletter/Banner on Buil	2016-07-01 to 2016-07-31	9801	1
20	133281907	Builder and Developer	468x60 Builder and Developer eNewsletter/Banner on Buil	2016-07-01 to 2016-07-31	49678	0
21	133282947	Builder and Developer	300x180 Video_June_PID: 164568	2016-07-01 to 2016-07-31	70,086	1
22	133282958	Builder and Developer	160x300 Builder and Developer eNewsletter/Banner on Bu	2016-07-01 to 2016-07-31	70,944	8
23	133282999	Builder and Developer	160x300 Builder and Developer eNewsletter/Banner on Bu	2016-07-01 to 2016-07-31	70,944	8
24	133283702	Builder and Developer	300x600 Builder and Developer eNewsletter/Banner on Buil	2016-07-01 to 2016-07-31	10,633	7
25	133411420	Builder and Developer	300x250 Banner_June_PID:164568	2016-07-01 to 2016-07-31	8,296	14
26	Grand Total:				247,790	332

	THEME	PRODUCTS	SHOW/EVENT	ADVERTISING MATERIALS DUE
January/ February	Affordable Housing Single Family Interiors Kitchen & Bath	Appliances Plumbing, Flooring Smart Products Green Amenities, OSB Weatherization, Insulation	IBS/KBS Feb 19-21, Las Vegas, NV 	December 14, 2019
March / April	Big Builder Profiles Sourcebook 	Treated Lumber and Decking Pavers, Stone, Stucco & Paint Windows & Doors, OSB Insulation & Radiant Barriers Weatherization, Insulation		February 15, 2019
May / June	Exterior Curb Appeal Outdoor Living	HVAC, Roofing Outdoor Living Noise suppression Electrical, OSB Weatherization, Insulation	PCBC: May 30-31, San Francisco, CA 	April 15, 2019
July / August	Title 24 Requirements Summer Destination	Countertops & Cabinets Energy Star Appliances Low-VOC Paints & Stains Water Heaters, Radiant Heat OSB, Weatherization, Insulation		June 14, 2019
September/ October	Affordable Housing Multifamily 	Windows & Doors Membrane OSB, Insulation Weatherization	 GreenBuild: Nov. 14-16, Nov. 20-22 Atlanta, GA	August 15, 2019
November / Dec (Holiday)	Awards Issue "Green Home Builder of the Year"			October 15, 2019



2018 Green Home Builder Advertising Rates

BUILDER.MEDIA

Includes both print and digital editions

All Rates are net

	Size	1x	3x	6x	9x	*12x
(A)	2 page	\$15,115	\$13,370	\$11,695	\$10,290	\$9,675
(B)	Full page	9,415	9,060	8,700	8,280	7,515
(D) (F)	1/2 page	4,985	4,555	3,795	3,675	3,610
(G)	1/3 page	3,710	3,435	3,160	2,885	2,615
(E)	1/4 page	2,795	2,675	2,515	2,395	2,200
(H)	Marketplace	820	710	665	625	605

*Strategic Partnership Packages



"Air King advertises with Peninsula Publishing's magazines and web sites because they specifically target the decision makers in our business. Their team works closely with us to not only enhance our brand recognition with ad design and placement, but with other unique opportunities like the zero net energy ABC Green Home Projects we participate in."

-- Jeff Kenkelen, Air King

2019 GHBuilder Digital Advertising Rates

All Rates are net.

Size	1 Month	3 Months	6 Months	9 Months	12 Months
Web Banner	\$2,180	\$2,005	\$1,825	\$1,645	\$1,465/ \$17,580
Skyscraper	\$3,965	\$3,660	\$3,350	\$3,040	\$2,730
Digital Postcard / E-Marketing	\$5,950	\$5,710	\$5,475	\$5,235	\$4,995
Builder Bytes (3x per week, 12x per month)	\$5,115	\$4,700	\$4,350	\$4,220	\$3,965

Ad Sizes and Specifications

Printing: Printed on 70 lb. gloss paper.

Trim: 9" wide x 10.875" deep.

Binding: Bound on the 10.875" measure. Show issues are perfect bound.

Line Screen: 175 line screen.

Output: Direct to plate. We accept only digital ads – NO FILM.

Media: Please provide files on either CD or DVD, or send to our FTP site.

Ad Sizes

Dimension	Width (inches)	Height (inches)
(A) 2 Page Spread 18 (18.5) (w/bleed)	10.875 (11.125)	
(B) Full Page	9 (9.25)	10.875 (11.125)
Live Size:	8.5	10.375
(C) Back Cover	9 (9.25)	10.875 (11.125)
Note: Must leave a 2.125" x 4.125" White Box at the edge of top right corner for Mailing Label		
(D) 1/2 Vertical	4	9.875
(G) 1/3 Vertical	2.45	9.875
(E) 1/4 Vertical	4	4.75
(F) 1/2 Horizontal	8.125	4.75
(H) Business Card	3.875	1.75

(I) Ba Website Ads	728 pixels	90 pixels
(J) Skyscraper	300 pixels	600 pixels
(K) Big Button	300 pixels	250 pixels
(L) Small Button	125 pixels	125 pixels

Newsletter Ads		
Skyscraper	160 pixels	600 pixels

Option 1: WeTransfer.com can be used to e-mail (use email address below) and compress large files.

Option 2

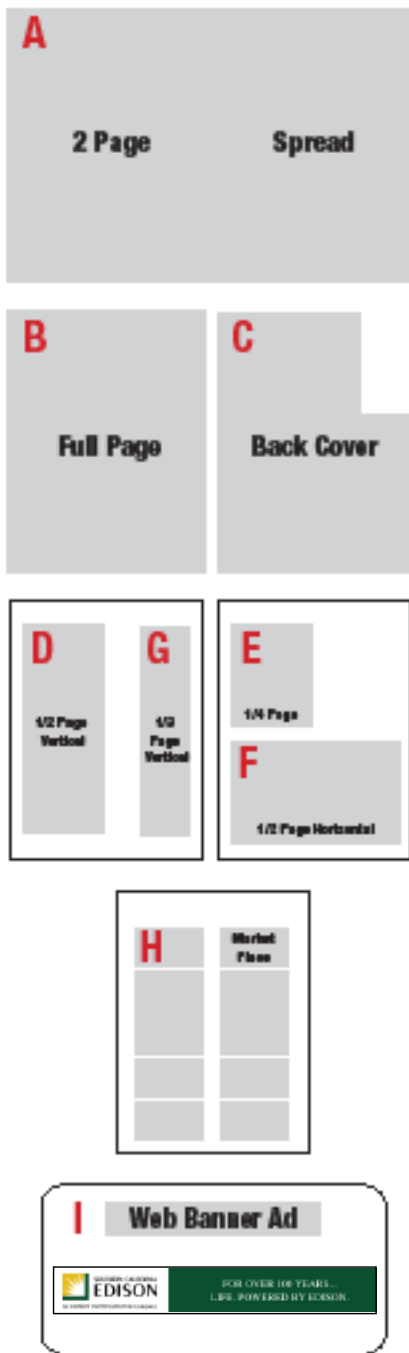
Using a web browser, download FTP app

Domain and log-in information is:

www.penpubinc.com/ftp

Access Code: Publish12

Questions?: stacy@penpubinc.com



We build it & post it for you.

728 x 90 pixels
Banner Ad

Digital Requirements:

- Digital Files Only jpeg, gif, png, html5, pdf
- No Microsoft Publisher, Word, Corel Draw, Page-maker, Paint or WordPerfect program files

File Requirements:

- We accept files from the following programs (in order of preference): Adobe PDF (Hi-Res, press ready), Photoshop & Illustrator (Flattened layers)
- Color images must be converted to CMYK mode. Please save Illustrator files as "EPS files with Placed Images." Also, remove any extra colors from your swatch pallets.
- Include all fonts — screen and printer docs — and all digital resources such as photo scans, logos, etc.

Artwork Resolution:

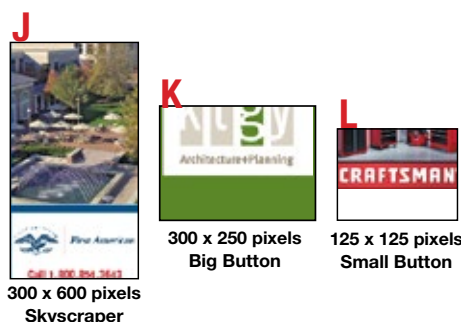
- All artwork must have a resolution of 300 dpi at 100 percent size for print; please save as CMYK
- Line art images at 1200 dpi (illustrations in bitmap)

Video Requirements:

- We accept the following video formats in bit rates between 320kbs-700kbs: MPEG-4 (.mp4)

E-Blast Requirements:

- images included as attachments
- tables must be used instead of div tags creative width should not exceed 600px (or does it need to remain at the 576x360)
- should include text version (not required)
- no embedded fonts pulling source from online as in google fonts
- no css (unless inline), javascript, flash, background images or image maps
- Please include any opt-outs or suppressions
- Please include desired subject line



For advertising information, rates and programs email advertising@penpubinc.com or call 949-631-0308

MATERIALS AND DEADLINES

All materials and artwork are due by the deadlines expressed on the Editorial Calendar. Materials should be sent by messenger or overnight mail. Publisher reserves the right to run the last published advertisement of a similar size in the event materials are not received by the scheduled deadline.

CANCELLATIONS

Cancellations must be made in writing at least one calendar month prior to the scheduled closing date of publication. Positioning of the advertisements, except for covers, is at the discretion of the publisher. Advertisers who do not complete or cancel their contracts will be re-billed and short-rated back to the earned frequency discount.

PAYMENT TERMS

Payment in full for the first month's advertising must be made when the order is placed. Subsequent ads may be billed and are payable net 30 days from invoice date. All advertising will be billed at the open rate unless a signed contract has been submitted for a

specific frequency rate and time period. Recognized and established advertising agencies may receive 15 percent off the gross only when invoice is paid inside 30 days from invoice date and if materials are sent camera ready and no make-ready work is required. Production charges are exempt. An eight percent late charge will be added to any items outstanding after 45 days. Interest rates are 1.5% per month and 18% annually on unpaid balances, in print and online. If legal action becomes necessary, clients will be re-billed per the current rate card at the rate and frequency which reflects their unpaid advertising. Previously negotiated discounts are waived.

TERMS AND CONDITIONS

In consideration of acceptance of advertising, the advertiser and its agency, together and separately, agree to indemnify and hold the publisher harmless from, and defend the publisher from any and all claims and suits, including but not limited to libel, copyright infringement, and invasion of privacy or plagiarism arising out of any advertising published. Publisher reserves the right to refuse to accept advertising deemed inappropriate or in poor taste and will not be bound by any conditions or requirements appearing on

insertion orders, copy or contracts, that conflict with the provisions of this rate card or the policies of Green Home Builder magazine, unless signed by the publisher. The publisher will insert the word "Advertisement" prominently to any advertising that simulates editorial content. The Publisher will not be held liable for any color variations from advertiser-furnished proofs, due to inconsistencies inherent in web-offset printing. Supplied proofs are used as a guide only and, while we will do our best, it is impossible to faithfully match any proof.

ATTORNEY FEES

In the event that an arbitration, suit or action is brought by any party under this agreement to enforce any of its terms, or in any appeal therefrom, it is agreed that the prevailing party shall be entitled to reasonable attorney's fees to be fixed by the arbitrator, trial court, and/or appellate court. A signed insertion order will be deemed understanding and acceptance of these provisions. Signed advertising insertion orders or advertiser-generated space contracts will be deemed acceptance of these terms and conditions and must be received before any ad will be published.

The Green Home™ 5.0 *Luxe Build*

TO BE CERTIFIED BY 8 GREEN BUILDING STANDARDS, the next home in the ABC Green Home Project is in Crestline, CA. The design team will be creating a modern sustainable, energy efficient family home using BIM software, allowing design and construction access to the entire project team, as well as showcasing the building materials suppliers and our Product Partners on the project.

Featuring a conditioned attic and full basement, the new four bedroom 3 bath home will feature a new kitchen, bathrooms, plumbing system, air conditioning, electrical system and framing advancements. A cool roof, solar panels, battery back up, WaterSense-approved plumbing products, smart appliances, sustainable materials and a smart home technology package.

Interested in participating? Contact Nick Slevin at nslevin@penpubinc.com



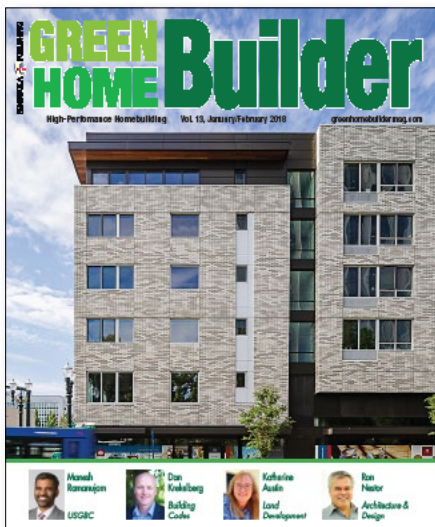
For more information please visit www.abcgreenhome.com

GHBuilder promotes High-Performance American Home Building, design, technology, and construction to a nationwide audience of building stakeholders in Energy Efficiency, Net-Zero, and Sustainable Residential Development.



“Peninsula Publishing is the industry leader when it comes to sustainable building. From the communities they cover, to the ABC demonstration homes they are building, to the products they feature, they are at the forefront of green publications.”

— Manny Gonzalez, AIA, LEED AP, Principal, KTG Group, Inc.



Readers include members of the National Association of Home Builders, HomeAid, the Urban Land Institute and the American Institute of Architects.

GHB is proud to support:

