

CHARLESTON Home Builder

2024 Magazine Media Kit



The Official Publication of the
Charleston Home Builders Association

Building the Future of the Lowcountry

A celebration of home ownership in the Lowcountry, Charleston Home Builder Magazine allows the opportunity to acquire information straight from the source.



The Official Publication of the Charleston Home Builders Association

Editorial Features

New Housing Trends
Housing Market Statistics
Lending Made Simple
Outdoor Spaces
Benefits of New Construction
Adding Value by Renovating
New Communities in the Lowcountry
Kitchen and Bath Colors



Distribution and Publication

5,000 Copies

- **Member Showrooms**
- **Advertiser Locations**
- **Sales Offices**
- **Design Centers**
- **Realtor Offices**
- **Publication: Fall 2024**

2024 Magazine Promotion Strategy

5-Steps for Promoting the 2024 Charleston Home Builder Magazine

1. Social Media Strategy

Facebook and Instagram

2. Content Strategy

Reproduced articles from the magazine will be repurposed into content for use on all platforms and in all strategies

3. Distribution Strategy

Copies will be at Member locations throughout the 4-county region

4. Member Strategy

Utilized in all Member onboarding and strategic Member communication

5. Advertising Strategy

Flighted and targeted advertising campaigns will be used to promote the magazine and the resources on the CHBA website



Reserve your space today: jane@charlestonhomebuilders.org 843.607.0829

Advertising Rates

Display Ad Size	Member Rate*	Nonmember Rate
Premium Pages *		
Inside Front Cover	\$3,000	\$3,725
Page 3	\$3,000	\$3,725
Page 5 (Across from CEO Letter)	\$2,250	\$2,975
Center Spread	\$3,700	\$4,425
Inside Back Cover	\$2,500	\$3,225
Front Cover	\$3,000	\$3,725 (sold)
Back Cover	\$3,000	\$3,725 (sold)

Standard Pages*

2-Page Spread	\$3,500	\$4,225
Full Page	\$1,900	\$2,625
Half Page	\$1,050	\$1,775
Quarter Page	\$650	\$1,375

Nonmember rate includes annual membership to the CHBA

Member Bannered Pages

Profile	\$375
Listing	\$100

All Member Display Ads includes a Member Listing in Magazine

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Ad Size

Standard Pages

2-Page Spread

Full Page

Half Page

Quarter Page

Member Bannered Pages (Send all information to CHBA)

Member Profile

(See Example Page)

Member Listing

(See Example Page)

Ad Dimensions

Bleed: 16.75" w x 11" d (live area .375" from edge)

Bleed: 8.5" w x 11.0" d (live area .375" from edge)

Non-Bleed: 7.5" w x 10" d

7.5" w x 5" d

3.5" w x 5" d

7.5" w x 2" d and Includes:

(1) One single photo (JPEG)

50-Word Description of Business

Name of Business

Address, City, State, Zip Code

Business website URL

Primary Phone Number

Primary Email Address

Includes:

(1) One Single Photo OR Logo (JPEG)

Name of Business

Address, City, State, Zip Code

Business website URL

Primary Phone Number

Primary Email Address



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Member Profile Page (example)



ABC Architecture

123 Any Street

Charleston, SC 29401

www.abcarchitecture.com

1-843-555-1111 - jany@abcarchitecture.com

ABC Architecture is a small, very personalized firm with over 40 years' experience designing custom homes in the lowcountry. We pride ourselves in the relationships we build with our clients, listening to each wish list and designing based on lifestyles and the natural attributes of each site.



BCD Mortgage

123 Jones Street

Charleston, SC 29412

www.bcdmortgage.com

1-843-555-2222 - jany@bcdmortgage.com

BCD Mortgage is a boutique firm with over 40 years' experienceinsert up to 50 words of copy in this space



CDE Custom Home Builder

123 Parker Street

Mount Pleasant, SC 29464

www.cdcustomhomebuilder.com

1-843-555-3333 - jany@cdcustomhomebuilder.com

CDE Custom Home Builder is a small, very personalized firm with over 40 years' experience building custom homes in the lowcountry. We pride ourselves in the relationships we build with our clients, listening to each wish list and designing based on lifestyles and the natural attributes of each site.



DEF Demolition Company

123 Some Street

Charleston, SC 29492

www.defdemolitioncompany.com

1-843-555-4444 - jany@defdemolitioncompany.com

DEF Demolition Company has over 40 years' experience in removing debris and construction materials in the lowcountry. We pride ourselves in the relationships we build with our clients, Insert up to 50 words of copy in this space.....



EFG Lighting Company

123 Sunny Street

Summerville, SC 29483

www.efglightingcompany.com

1-843-555-6666 - jany@efglightingcompany.com

EFG Lighting Company has over 25 years' experience designing custom lighting in the lowcountry. We pride ourselves in the relationships we build with our clients, listening to each wish list and designing based on lifestyles Insert up to 50 words of copy in this space.....

Member Listing Page (example)



ABC Architecture
123 Any Street
Charleston, SC 29401
www.abcarchitecture.com
1-843-555-1111
jany@abcarchitecture.com



CDE Custom Home Builder
123 Parker Street
Mount Pleasant, SC 29464
www.cdecustomhomebuilder.com
1-843-555-3333
jany@cdecustomhomebuilder.com



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123 Sunny Street
Summerville, SC 29483
www.efglightingcompany.com
1-843-555-6666
jany@efglightingcompany.com



BCD Mortgage
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www.bcdmortgage.com
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2024 Magazine Contract

The following advertiser ("Advertiser") agrees to advertise in the 2024 Charleston Home Builder Magazine for the published rates in this Media Kit, unless previously negotiated. Advertiser may make payment for invoiced advertisement by check or credit card no later than 30 days following publication date. All checks must be mailed to: Charleston Home

Builders Association, PO Box 30248, Charleston, SC 29417

Reservation Deadline: Wednesday, August 7, 2024

Materials Deadline: Wednesday, August 14, 2024

Member Name: _____

Non-Member

Name: _____

Billing Address: _____

City/State/Zip: _____

Advertiser Contact: _____

Telephone: _____

Email: _____

Ad Size: _____ Ad Rate: _____

ADDITIONAL INFORMATION:

MEMBER PROFILE (50 WORDS): _____

BUSINESS NAME: _____

Billing Address: _____

City/State/Zip: _____

Website URL: _____

Telephone: _____

Email: _____

Advertiser Signature: _____