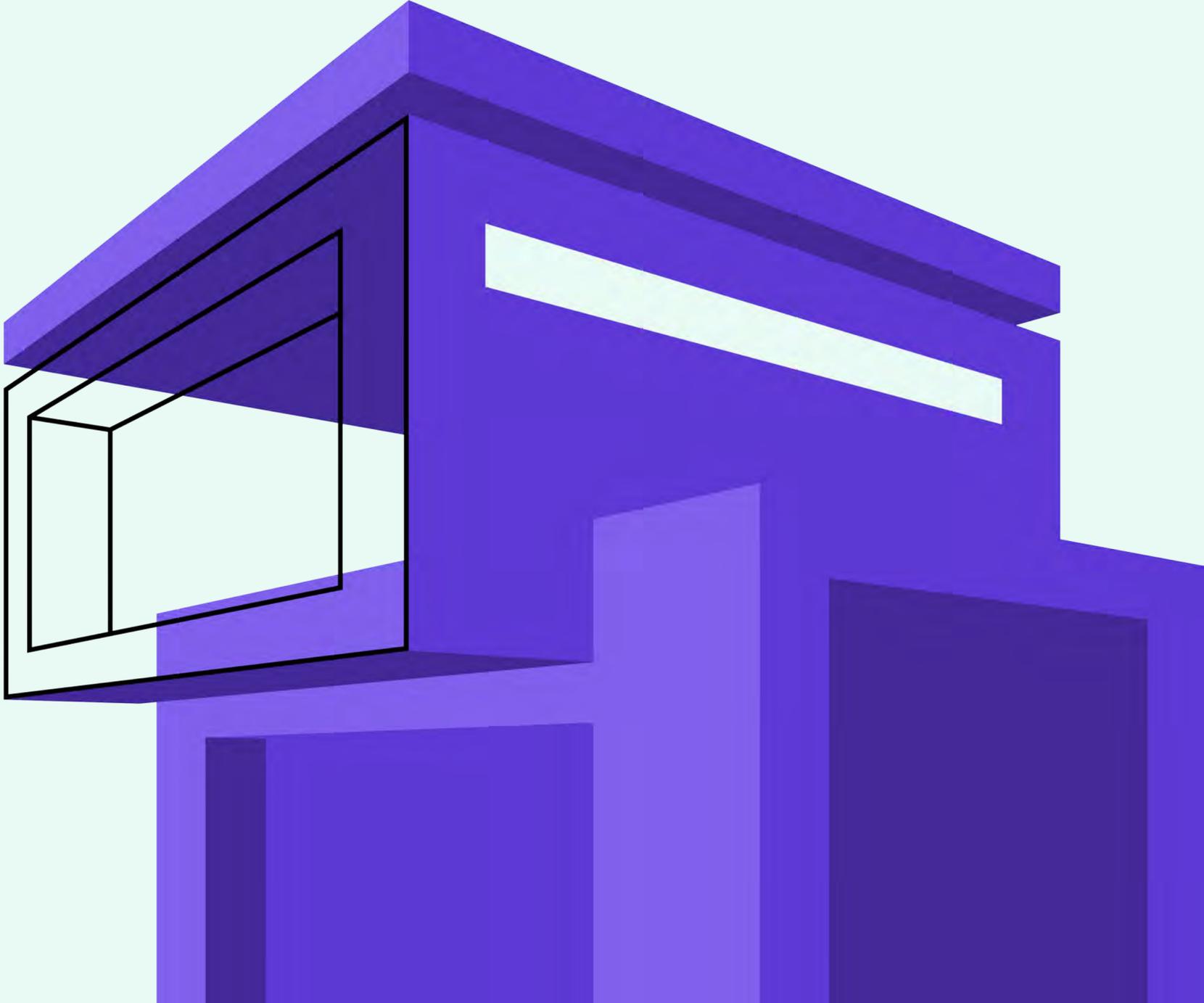


# 2021 HOUSE PLANS MEDIA KIT





# TAP INTO OUR CONSUMER NETWORK

Zonda's Consumer Media network is the industry leader for pre-drawn house plans. Our huge audience of consumers and builders is looking to build homes and get inspiration.

- **18 million** annual visitors across sites
- **212 million** annual pageviews across sites
- **500K+** newsletter subscribers





# THE CONSUMER ADVANTAGE

**Build brand awareness** with a huge, engaged consumer audience

**Get your products seen** by end users in the market to build their dream homes

**Showcase your offerings** in our relevant, exciting content for maximum engagement



# 2021 MARKETING SOLUTIONS MENU

## **Sponsored content**

- Blog posts
- Downloadable trend reports
- Native advertising
- Social media posts
- Full digital magazine with advertising

## **Newsletter engagement marketing**

## **Digital advertising**



# OUR AUDIENCE. YOUR GOALS.

## **Looking to build brand awareness?**

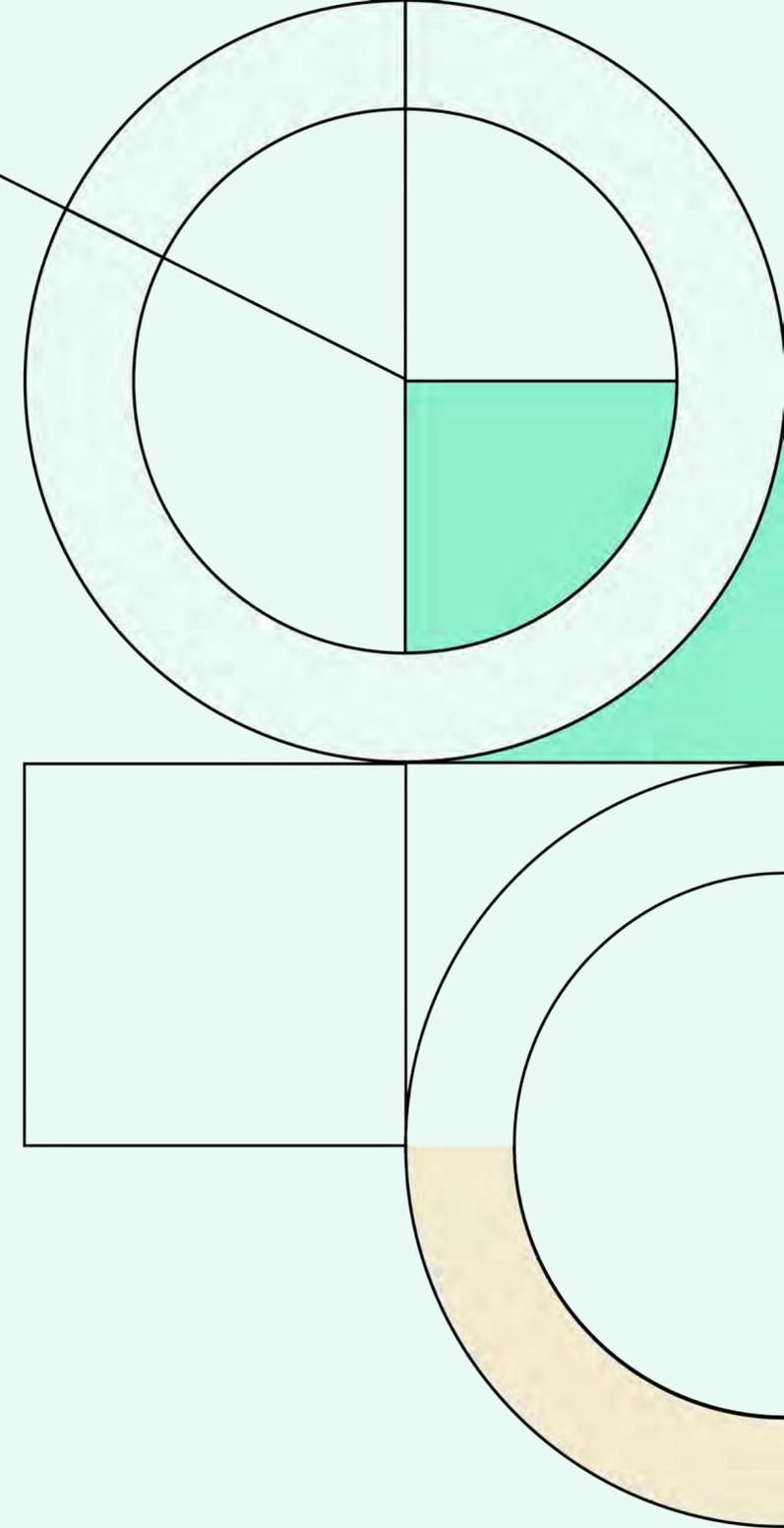
Our blogs, trend guides, and magazines will integrate your branding in a natural, relevant way.

## **Want to generate leads?**

We're the content experts, and we know what entices people to fill out a form. We'll build a program to suit your budget and goals.

## **Ready to get a lot of eyes on your products?**

Our digital advertising brings the volume.



# SPONSORED BLOG POSTS



## Ideal for building brand awareness Our expertise + your product

We create an optimized, highly engaging blog post using our knowledge of SEO best practices and keyword research.

You choose the topic from a short list designed to complement your product category. Articles will focus on house plan trends and fun design topics, typically focusing on around 10 layouts.

The article will contain 1-2 direct links to your site. Promotion includes social media posts (one Pinterest pin, one Facebook post, and one Instagram post) and one newsletter blast. Typical blog posts get between 3,000-6,000 pageviews!

**Package: \$10,500 per article**



# SPONSORED TREND GUIDES

## Ideal for lead generation

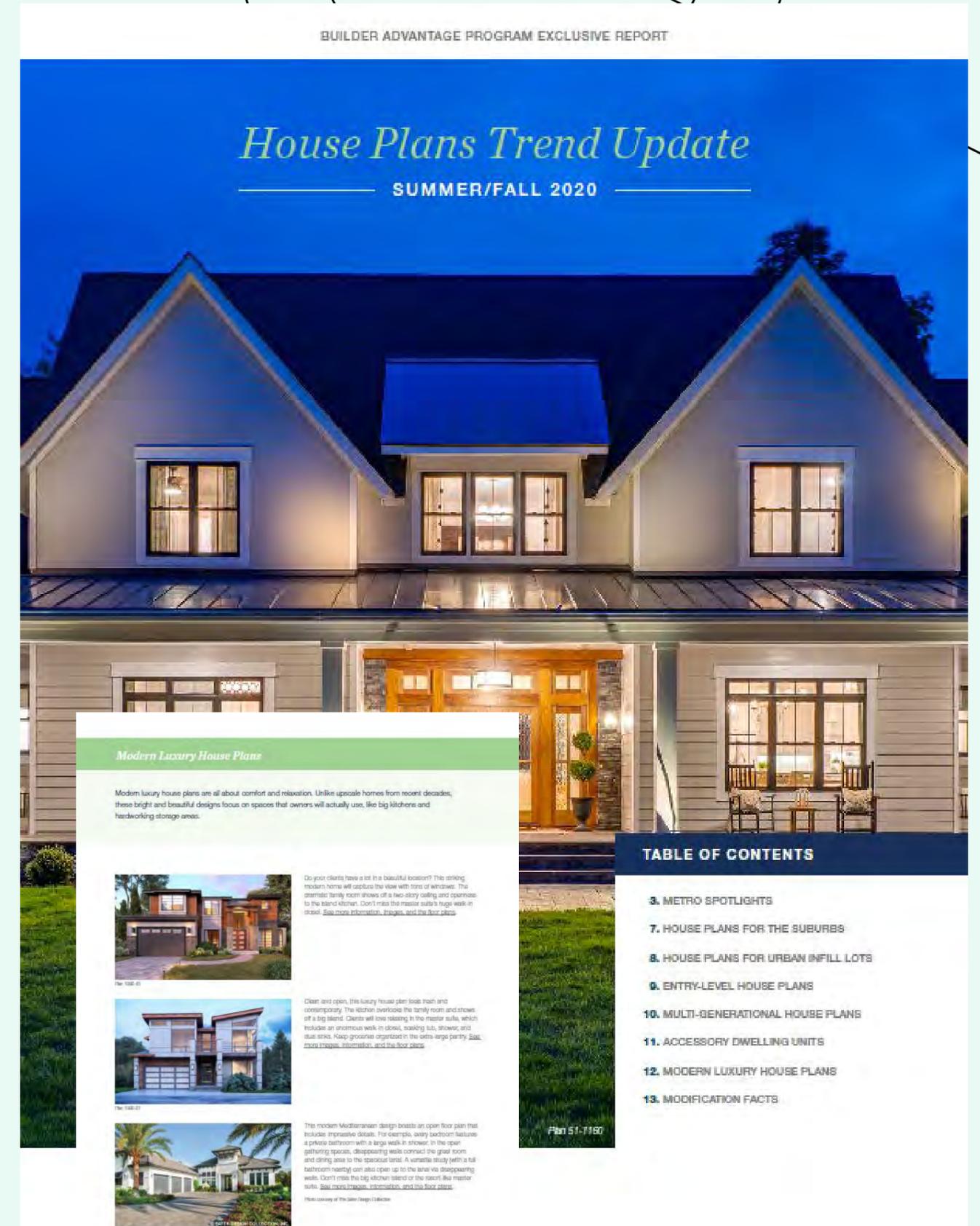
We create an exciting, 6-8 page downloadable PDF that is gated by a lead-generation form.

You choose the topic from a short list designed to complement your product category. Articles will focus on design trends of interest to consumers.

You get your logo on every page. Promotion includes social media posts (two Pinterest pins, two Facebook posts, and two Instagram posts) and one newsletter blast.

Leads delivered at the end of program. Minimums apply.

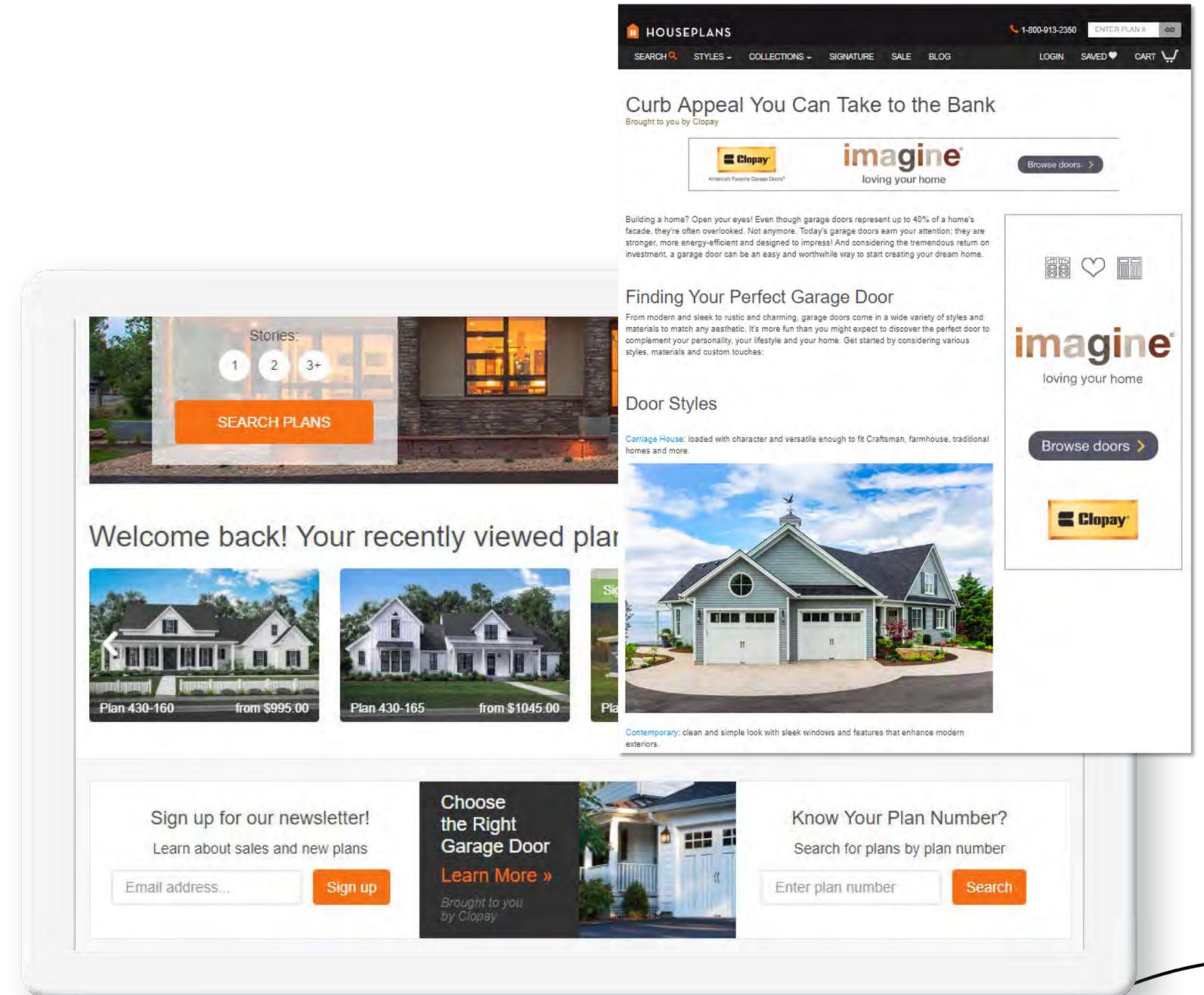
\$9,000 for guide creation + \$30 CPL (segmentation available for higher rates)



# NATIVE ADVERTISING

## Ideal for brand awareness and thought leadership

- Position yourself as a category expert by sponsoring a prominent article on one or more of our consumer sites
- Let our experts write an article for you, or supply your own content (subject to editorial review). Topics should be design-focused and editorial in nature.
- Promotion includes social media posts (two Pinterest pins, two Facebook posts, and two Instagram posts) and two dedicated newsletter blasts.
- From \$5,500 (using your content) and \$7,250 (we write content). Bundle pricing available.





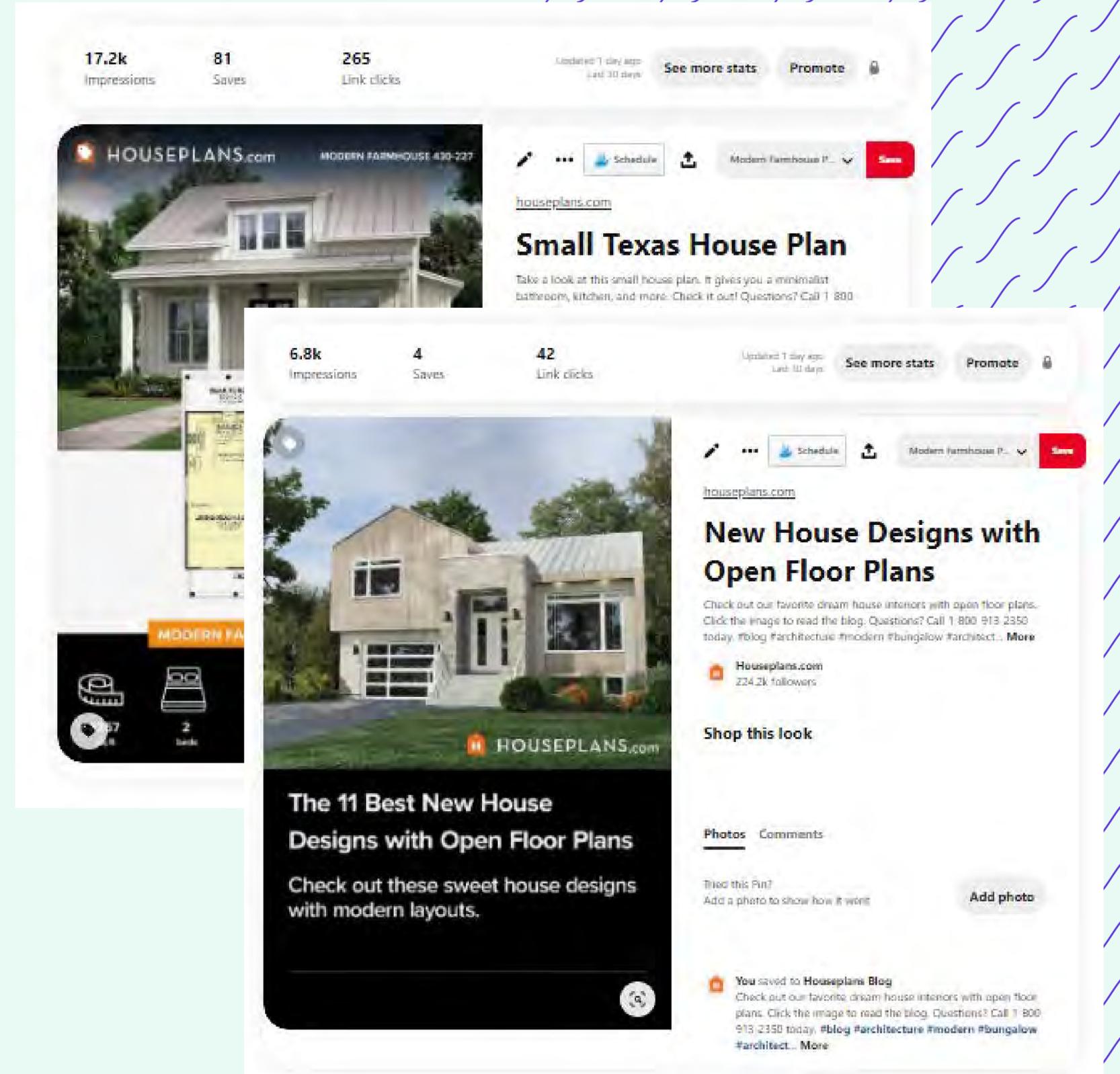
# SPONSORED SOCIAL MEDIA

Ideal for exposure to a large consumer audience

Take advantage of our massive social media following on Pinterest.

We'll work with you to create brief, engaging content for a Pinterest pin that we create with your material. May show your product if it is in a lifestyle capacity or editorial setting. Example: "3 Tips for Outdoor Living Using Brick" with a gorgeous shot of a brick wall in a backyard. May include a link to your site.

Package: \$4,500 per post (bundle savings available)



# SPONSORED DIGITAL MAGAZINE

## The ultimate in gorgeous, interactive content

We create a stunning 68-page digital magazine with you as the exclusive sponsor and advertiser.

You get the full package:

- 7 full-page advertisements
- A static skyscraper advertisement
- 500K run-of-site impressions using a house ad that links to the magazine
- Your logo on the front of the magazine and in the footer throughout
- Editorial article crafted around your product offering and that may include 2-3 product images to illustrate theme
- Promotion includes social media posts (two Pinterest pins, two Facebook posts, and two Instagram posts) and two dedicated newsletter blasts.

**Package: \$20,000**





# NEWSLETTER ADVERTISING

Get your brand in front of our engaged subscriber list

Choose from a variety of branded newsletters that showcase trends, collections, popular house plans, and more.

\$3,500 for one placement (600 x 90 or 300 x 250)

Newsletter	Circulation
Builder House Plans	48,000
Dream Home Source	80,000
Eplans	118,000
Homeplans	47,000
Floorplans	42,000
Houseplans	166,000

Co-branded (dedicated) email also available (\$350 CPM with 10K minimum distribution)

**H HOUSEPLANS**

## Barn House Plans

Get the rustic look, but with modern amenities.

Trending: Barn House Plans

**H HOUSEPLANS**

Get your Saturday style inspiration here. Scroll through our roundup of barn-style house plans and find your favorite.

[Read the Blog](#)

# DIGITAL ADVERTISING SOLUTIONS

## Ideal for driving traffic to your site

Whether you'd like to keep it simple or are working with a smaller budget, our digital advertising makes things easy.

Inventory may vary – please check for current availability.

Ad Unit	ROS (No Targets) CPM Rate (Net)	ROS (Targeted/Geo Selects) CPM Rate (Net)
Leaderboard (728 x 90)	\$9.00	\$12.00
Medium Rectangle (300 x 250)	\$11.00	\$14.50
Skyscraper (160 x 600)	\$11.00	\$14.50
Persistent Footer (728 x 90)	\$9.00	\$12.00

