

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



2018 Designer Tour

April 20 - 22, 2018

# Midwest Home – Audience Profile

## DID YOU KNOW?

Midwest Home reaches

# 212,000

design-centric, engaged readers who have the discretionary income to purchase the products and services to enjoy the best in home design.

## OUR READERS

### GENDER

Female .... 85%  
Male ..... 15%

### AGE....

35–54 ..... 48%

AVERAGE HHI \$199,014+

### WELL EDUCATED

Attended College ..... 94%  
College Graduate ..... 79%  
Advanced Degree ..... 28%

### ENGAGED

82% keep *Midwest Home* for one month or longer

54% frequently purchase products or services from ads in *Midwest Home*

### CONSUMERS

75% plan to purchase furniture/home furnishings in the next year

50,000+ readers own a second home

66% plan to make improvements on their home in the next year

50% plan to use a landscaping service in the next year



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# Midwest Home – Tour Experts

## 15,000 Home Visits Per Year



2018 will be 5<sup>th</sup> year!  
June 2-3 & 9-10, 2018  
2,800 home visits per year



2018 will be 17<sup>th</sup> year!  
Aug. 3-5, 10-12 & 17-19, 2018  
10,000 home visits per year



2018 will be 3<sup>rd</sup> year!  
October 5-7, 2018  
127% YOY growth



# ASID – *Midwest Home*

## 16 Years as Tour Partners

- *Midwest Home* and Greenspring Media will provide:
  - 2 Full-page Ads in *Minnesota Monthly* (Mar-Apr)
  - 1 Full-page Ad in *Midwest Home's* Homebook (Jan-Mar)
  - 2 Preferred Readers Club exclusive promo emails (Mar, Apr)
  - 4 Native Content Articles featuring tour
  - Social Media pushes to *Minnesota Monthly* and *Midwest Home's* 102,400+ followers



# ASID – *Midwest Home*

- *Midwest Home* and Greenspring Media will provide:
  - 8-page Event Section in *Midwest Home's* Homebook (Jan-Mar) + 1,500 overruns
  - A New URL
  - Online Ticket Administration
  - New Stickers to Directional Signage
  - ½ Sheet Flyers for Partners and Sponsors to Promote Tour
  - Promotion of tour in *Minnesota Monthly's* M-List (Apr)



# ASID – *Midwest Home*

- *Midwest Home* and Greenspring Media will provide:
  - Inclusion on MNMO.com and MHMag.com calendars
  - Creative Services for Promotional Ads, Program, Signage and Tickets
  - 1 Pre-Tour Event Support
  - General Marketing, Branding and Event Consultation



# ASID – Midwest Home

- *Midwest Home* and Greenspring Media will provide Public Relations Services.

Task	January	February	March	April
Advertising Recommendations				
Media Kit Development / Refinement				
Key Messages Creation / Refinement				
Spokespeople Determination				
Draft Press Releases / Announcements				
Distribute Releases / Announcements				
Coordinate Media Segments				
Media Segments (No Guarantee)				
Tour				4/20-22, 2018
Monitor Media Coverage				
Summary PR Report				4/25/18

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Thank You for the Partnership