



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.



### AVERAGE HHI \$199,014+

#### **WELLEDUCATED**

### **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

 $\begin{array}{c} 66\% \text{ plan to make improvements on} \\ \text{their home in the next year} \end{array}$ 

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



AMERICAN SOCIETY OF INTERIOR DESIGNERS



## *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

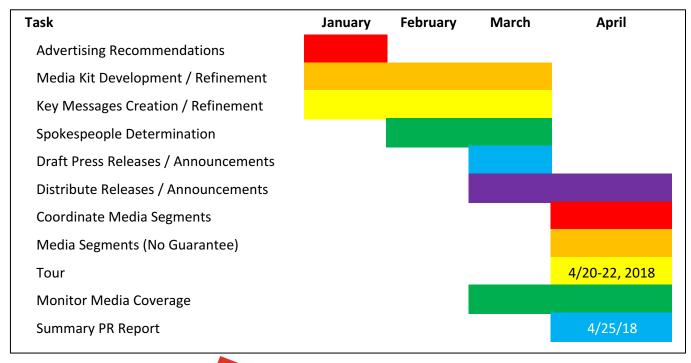
- Midwest Home and Greenspring Media will provide:
  - Inclusion on MNMO.com and MHMag.com calendars
  - Creative Services for Promotional Ads, Program, Signage and Tickets
  - 1 Pre-Tour Event Support
  - General Marketing, Branding and Event Consultation





## ASID – Midwest Home

• Midwest Home and Greenspring Media will provide Public Relations Services.











### Thank You for the Partnership