

retrofit *Home*



2024
MEDIA KIT

retrofit
Home

*covers truly unique
single-family and multifamily renovations.*

From unusual building types, such as barns, warehouses and churches, turned into living spaces, to total revamps of traditional houses, **retrofit home** will inspire you with unique ideas and materials for your next project.

retrofit home also will include hot, new residential products, as well as insight about kitchens and baths and residential design.

retrofit

Home

ADVERTISING

CIRCULATION

19,000 architects/design firms
11,000 contractors/
remodelers

CONTACT THE SALES TEAM

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information about retrofit home:

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PRINT RATES \$

1X RATE:

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Ads must be submitted in a high resolution (print-quality/300 dpi) PDF format, at 100%, set to CMYK. Remove all spot colors and include .125" bleed with trim marks when necessary.

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QUARTER PAGE

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FEATURES

DesignVibes: From sustainable kitchens and luxurious baths to using art and color and focusing on wellness at home, this feature will uncover the latest design trends in single-family and multifamily homes.

RoomReveal: Changing just one room in a home can refresh the entire space. This feature will highlight design changes that can completely transform a room. Past issues have covered unique wine storage that complements an existing kitchen, a new entryway that provides better organization and a garage converted into an apartment for much-needed housing in an urban area.



PHOTO: MUII BEAST MEDIA

THE HOMES

The Homes: Each issue of *retrofit home* will contain feature stories uncovering the most interesting aspects of unique home renovations. The types of homes we cover include, but are not limited to, the following:

- Mid-century Modern
- Barns converted into houses
- Lake homes
- Cottages
- Church lofts
- Tudor Revival
- Rustic cabins
- Historic homes



PHOTO: ANDRÉ POGUE

** Know of a building that wasn't constructed to be a house but has been transformed into a unique single-family home? Contact Christina Koch, retrofit's editorial director, at christina@retrofitmagazine.com or (630) 308-4602.*

2024 CLOSING DATES:

WINTER, mailing early January 2024

AD CLOSE: Dec. 8, 2023

MATERIALS: Dec. 15, 2023

DESIGN VIBES: Universal Design

BONUS DISTRIBUTION:

International Builders' Show,

International Roofing Expo, JLC

Live, KBIS

SUMMER, mailing early May

AD CLOSE: March 29

MATERIALS: April 5

DESIGN VIBES: Exterior Upgrades
and Outdoor Spaces

BONUS DISTRIBUTION: AIA

FALL, mailing early September

AD CLOSE: Aug. 2

MATERIALS: Aug. 9

DESIGN VIBES: Winterizing



DIGITAL MEDIA – rates and specs

DIGITAL MEDIA

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DIGITAL SPECS

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