

RATES



	OPEN RATE	6X	12X
Inside Front/Back Cover <i>Includes 4 boxes in the magazine and 4 (6 line) Times Sunday liner ads – 2 Sundays per month.</i>	\$1095	\$995	\$875
Back Cover <i>Includes 4 boxes in the magazine and 4 (6 line) Times Sunday liner ads – 2 Sundays per month.</i>	\$1200	\$1095	\$985
Full Page - Realtor/Builder <i>Includes 4 boxes in the magazine and 4 (6 line) Times Sunday liner ads – 2 Sundays per month.</i>	\$795	\$695	\$595
Half Page - Realtor/Builder ³ <i>Includes 2 boxes in the magazine and 2 (6 line) Sunday liner ads – 2 Sundays per month.</i>	\$480	\$420	\$360
Strip Ad (On directory map or with categories)	\$195	\$175	\$135
Full Page - Retail	\$695	\$635	\$545
Half Page - Retail	\$420	\$380	\$325
Service Directory Ad	\$70	\$60	\$50
Box Ad or Box Image Ad	\$50	\$45	\$40

	1X	4X
Front Cover Main Photo (4x max./yr.) With purchase of 16 or more boxes (or Full Page) <i>Includes index page large box ad, with option of 4 interior photos & additional box ad on category page</i>	\$895 \$500	\$675 \$500
Front Cover Small Photo (per photo) With purchase of 4 or more boxes (or a Strip Ad) <i>Includes additional index page box ad</i>	\$350 \$250	\$315 \$250

AD SIZES

Full Page (all full pages bleed)
10.25" x 11.5" (trim size)
10.75" x 12" (with bleed)
9.75" x 11" (live area)

Half Page
9.275" x 5.475"

Strip Ad
9.275" x 2.685"

Box Ad or Box Image Ad
2.3" x 2.685"

Service Directory Ad
3" x 2"

DEADLINES

February Publish Date: Jan. 28
Deadline: January 14

March Publish Date: Feb. 25
Deadline: February 11

April Publish Date: March 25
Deadline: March 11

May Publish Date: April 29
Deadline: April 15

June Publish Date: May 27
Deadline: May 13

Deadlines subject to change.
Go to nwi.com/yourhomemagazine
for current deadline information.

CONTACTS

Real Estate Manager
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Real Estate Account Executives
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George Carl
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Real Estate Telemarketers
Sue Dolata (219) 933-3235
Kelly Jordan (219) 933-4084
Diane Schwader (219) 852-3037

Real Estate Sales Assistant
Dawn Heili (219) 933-3343



Welcome Home to



Here is what our advertisers are saying....



The publication of Your Home magazine by The Times has been a great asset to our company. To have the magazine geared to the convenience of the reader, with our properties arranged by town, has been one of our favorite features. We have had so much positive feedback from our sellers and buyers, that this has become one of our favorite sources of advertising.



Thank You,

Tom & Jean

"Thank you for all your help, my strip ad has been a great success. Within hours of the ad coming out my phone began ringing. I received several phone calls before the day ended. I would recommend the Times and yourself to anyone looking to generate more business. In all honesty, I would never imagined the success from a simple ad. Once again, thank you for all your help, and I look forward to working with you in the future."

Thank You,

Matthew Kosira
MK Refinishing

"My sellers love to see their homes in Your Home Magazine. Since it goes out to so many people in the newspaper, I know my listings are being seen by thousands of potential buyers. My sellers see how I've promoted their homes, too. Your Home Magazine has helped me with listings and sales."



Patricia McCoy

THE TIMES
MEDIA COMPANY

nwi.com/yourhomemagazine

Welcome to **YOUR Home** MAGAZINE

FEATURES & BENEFITS

EXPANDED DISTRIBUTION

There is no finer place to hang your hat than within the pages of Your Home Magazine. A seller's dream, this high quality guide to the best offers in the region, features a clear look at new construction, condos and every other home buying opportunity on the market. With a reach of more than 80,000, there's no better way to reach potential homebuyers and generate new listings.

Guaranteed Home Delivery

- **72,000** Your Home Magazines are distributed via guaranteed home delivery to Lake & Porter counties & Illinois.

YOUR HOME is invited into our readers homes!

- **1,000** copies of Your Home Magazine are distributed via rack locations in key Illinois communities. These communities are Orland Park, Tinley Park, Frankfort, Homewood, Flossmoor, New Lenox, Glenwood, Crete, Lansing, Sauk Village, Dolton, Lynwood, South Holland, Calumet City and Beecher. Total Illinois home delivery – over 5,500 plus 1,000 rack copies bring the total Illinois circulation – over **6,500**.*

- **5,000** Your Home Magazines are distributed to banks, mortgage companies, title companies & credit unions.

- **2,000** Your Home Magazines are distributed to stores in Lake & Porter counties & Illinois.

- **3,000** Your Home Magazines are distributed to real estate offices throughout the market.

TOTAL DISTRIBUTION 83,000

UNRIVALED MARKET PENETRATION

- Reach 61% of the entire market with Your Home magazine and nwi.com.*
- Reach a market with buying power unrivaled by any other homes or lifestyles real estate publication. Average household income in The Times/Your Home market is \$60,373.

* Source: Claritas, Inc., 2006, 2007 Times Market Study conducted by Belden & Associates

LOW COST PER THOUSAND. GO AHEAD, COMPARE

- For Less than one penny per household, your purchase of a single Your Home box ad reaches 83,000 home buyers & sellers.

LISTING & SALES TOOL RESOURCE

- Your Home Magazine is a great agent marketing tool. Increasing your market presence and appealing your sellers!!! Best of all we have developed an easy-to-use inventory tool that will allow realtors to indicate their current listings for each issue of Your Home Magazine with the click of a button.

EXTEND YOUR REACH WITH OUR NEW ONLINE FEATURES

- **AGENT DIRECTORY**
24/7 access to your profile, listings and contract information
- **FEATURED PROPERTIES**
Search results of premium placements
- **NEIGHBORHOOD EXPERTS**
- **TOP HOMES**
- **EXPANDED SEARCH**
Enhanced search functionality for all box ads.



5 UNIQUE CATEGORIES

Your Home Magazine branches into all avenues of buying and selling potential. From foundation to rooftop, no other publication gives you the access you need.

New Construction



Existing Homes



Lake/Vacation Homes



Active Living



Service Directory

