



Date: June 1, 2007  
Home Value: \$627,600

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IMAGINE  
IF YOUR HOME  
QUADRUPLED  
IN VALUE  
OVERNIGHT...

Date: May 31, 2007  
Home Value: \$156,900

# ...OURS DID.

INTRODUCING THE NEW YOUR HOME MAGAZINE

NOW WITH MORE THAN 5 TIMES  
THE DISTRIBUTION, YOU'LL  
APPRECIATE THE VALUE  
MORE THAN EVER.



**Adults in our market look to The Times and its products more than any other source when looking for a house or apartment for sale. No other medium comes close!\***

*\*Source: Claritas 2006. 2007 Times Market Study conducted by Belden Associates*

**YOUR Home** THE TIMES nwi.com

# YOUR HOME MAGAZINE NEW FEATURES & BENEFITS

## BIGGER AND BETTER FORMAT

- Now five categories for easy reference and searchability, New Construction, Existing Homes, Lake/Vacation Homes and now Active Living & Service Directory. All listings still listed alphabetically by city/town.
- Glossy, 60 lb. cover; 35 lb. bright white inside pages; stitched & trimmed for a quality, reader-friendly appearance.

## EXPANDED DISTRIBUTION

- More than 5 times previous distribution!
- Over 72,500 Your Home Magazines distributed to Times' households one Thursday per month. This means the majority of Your Home magazine's circulation is guaranteed home delivery! Your message will be read.
- In Illinois, increased rack distribution to 15 zip codes – 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 6,300 plus 1,000 rack copies bring the total Illinois circulation – over 7,300.
- In-store single copy distribution in Lake and Porter Counties and Illinois on Sunday one time per month – 2,000 copies.
- Increased real estate and office visibility – 3,000 copies.
- Plus, an additional 7,000 copies distributed to banks, mortgage companies, title companies, credit unions, and Times' events.
- Total distribution – over 85,500!

## NEW ONLINE FEATURES

- Expanded search functionality
- Agent & builder profile options including Neighborhood Experts
- Featured Properties and Top Home Listing options

## UNRIVALED MARKET PENETRATION

- Reach 61% of the entire market with Your Home magazine and nwi.com.\* More than 6 of 10 households will see your message!
- Reach a market with buying power unrivaled by any other rack-only publication. Average household income in the Times/Your Home market is \$60,373.\*

## LISTING & SALES TOOL RESOURCE

- Increase your market presence with Northwest Indiana's/South Suburban Chicagoland's premier real estate magazine. Combine with online and Time's packages for your most effective marketing tool.

## LOW COST PER THOUSAND. GO AHEAD, COMPARE

- With the purchase of a single box listing, you can reach 85,500 potential home buyers for as low as 46¢ per thousand, or well less than a penny per customer! Buy a full page ad and reach potential home buyers for as low as \$6.37 per thousand—that's still less than a penny per customer!

## EASY ONLINE INVENTORY MAINTENANCE

- Our efficient and easy-to-use realtor inventory maintenance tool assures accuracy with your listings and makes running previously placed ads as easy as a click of a button.

# STARTING AT A MERE \$40, WE HAVE THE CREDENTIALS TO DELIVER YOU RESULTS

**YOUR Home**

## THE AREA'S PREMIER REAL ESTATE MAGAZINE

With a total distribution of 85,500 magazines including Times' subscribers, rack distribution and increased real estate office visibility, it's a powerful marketing tool, but you get more...



## NORTHWEST INDIANA'S LARGEST NEWSPAPER

Your Home magazine is delivered to the home delivery base of The Times, the area's #1 newspaper and #1 market for real estate in Northwest Indiana! Many options and packages are available in The Times—let us customize a sales program that's right for you.



## NORTHWEST INDIANA'S #1 LOCAL INTERNET SITE

With more than 8.5 million page views a month, nwi.com and Your Home magazine deliver a powerful audience. Improved search functionality is what you can expect for each box ad.

## ONLINE

### ONLINE VALUE ADDED WHEN YOU PURCHASE YOUR HOME MAGAZINE ADS

Buy 3 Box Ads in Your Home, Get 1 FREE Top Home<sup>1</sup>  
(additional Top Homes \$25 each).

Buy 2 Box Ads in Your Home, Get 1 FREE Featured Property<sup>2</sup>  
(2nd one \$25); plus, get Top Home<sup>1</sup> listings for \$25 each.

Buy 4 Box Ads, or a Strip Ad, Get a FREE Neighborhood Expert<sup>3</sup> Online  
ad - in up to 3 zips.

Buy 8 Box Ads, or a Half Page Ad, Get a FREE Neighborhood Expert<sup>3</sup>  
Online ad - in up to 6 zips.

Buy 16 Box Ads, or a Full Page Ad, Get a FREE Neighborhood Expert<sup>3</sup>  
Online ad - in all zips.

### ONLINE RATES

Additional Online Photos - \$10 per box, up to 10 photos linked to  
Your Home magazine online listing. Icon denotes more info online.

Slideshow/Virtual Tour Link - \$10 per box. Link your  
slideshow/virtual tour to Your Home magazine online  
listing. Includes virtual tour icon in magazine box ad.

**VIRTUAL  
ONLINE  
TOUR**



**YOUR Home** THE TIMES ©nwi.com

# RATES

	OPEN RATE	6X	12X
<b>Inside Front/Back Cover</b> <i>Includes 4 boxes in the magazine and 4 (10 line) Times Sunday liner ads – 2 Sundays per month.</i>	\$1095	\$995	\$875
<b>Back Cover</b> <i>Includes 4 boxes in the magazine and 4 (10 line) Times Sunday liner ads – 2 Sundays per month.</i>	\$1200	\$1095	\$985
<b>Full Page - Realtor/Builder</b> <i>Includes 4 boxes in the magazine and 4 (10 line) Times Sunday liner ads – 2 Sundays per month.</i>	\$795	\$695	\$595
<b>Half Page - Realtor/Builder<sup>3</sup></b> <i>Includes 2 boxes in the magazine and 2 (10 line) Sunday liner ads – 2 Sundays per month.</i>	\$480	\$420	\$360
<b>Strip Ad (On directory map or with categories)</b>	\$195	\$175	\$135
<b>Full Page - Retail</b>	\$695	\$635	\$545
<b>Half Page - Retail</b>	\$420	\$380	\$325
<b>Service Directory Ad</b>	\$70	\$60	\$50
<b>Box Ad or Box Image Ad</b>	\$50	\$45	\$40

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

**Nov. Publish Date: Oct. 25**  
Deadline: Oct. 10

**Dec. Publish Date: Nov. 29**  
Deadline: Nov. 15

**Jan. Publish Date: Dec. 27**  
Deadline: Dec. 13

Deadlines subject to change.  
Go to [nwi.com/yourhome](http://nwi.com/yourhome) for current  
deadline information.

## CONTACTS

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Real Estate Account Executive  
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Real Estate Account Executive  
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Real Estate Account Executive  
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**Sue Dolata**  
Real Estate Telemareter  
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**Jennifer Melczer**  
Real Estate Sales Assistant  
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# FIVE UNIQUE HOMES CATEGORIES

Actual Page Size: 10.25" x 11.5"

## New Construction



## Existing Homes

## Lake/Vacation Homes



## Active Living

## Service Directory

