



TOP OF UTAH
PARADE of HOMES

Presented by:  WILLOW
LAKES

SEPTEMBER 12-14 & 19-21, 2024

TOPOFUTAHPARADEOFHOMES.COM

MEDIA KIT



Dear friends,

We look forward to another great Parade of Homes this year. Community members will get the opportunity to tour exceptional homes throughout Cache Valley and Bear Lake built by our local, talented builders. Every home is uniquely equipped with the latest design trends, technologies, and stunning views. Our area is ever growing and offers a beautiful destination for parade goers from all over.

We appreciate the continued support of our partners in years past and years to come. The committee anticipates over 4,000 parade attendees this year from all over northern Utah and Idaho. The Top of Utah Parade of Home magazine is a premier opportunity to market your business and all that you have to offer. Statistically, parade attendees continue to return to the magazine for information on builders, suppliers, and businesses for up to nine years following a parade of homes.

We are excited to partner with Hometown Media Services/Deseret News this year to publish the magazine and other marketing materials. Their experience and dedication will enhance our 2024 Parade of Homes, to which our partners will greatly benefit. To those returning and those joining us for the first time, welcome and we look forward to working with you!

Sincerely,
Jocce Gilbert
CVHBA Executive Officer

WELCOME TO *THE TOP OF UTAH*

The Top of Utah Parade of Homes magazine is a great opportunity for advertisers to directly reach a high-end audience amid a celebration of local craftsmanship and homebuilding innovation. Featuring a range of stunning homes from charming starter houses to luxurious estates, each reflecting the vision of our region's most talented builders and designers. Your advertisement will not only grab the attention of these visitors but also resonate with the essence of modern living and homebuilding excellence.

Positioning your brand amidst a diverse and engaged group of attendees, including prospective homeowners, design enthusiasts, and industry experts, all eager for the latest in design, architecture, and technology.

ADVERTISING BENEFITS

Consumer sentiment has improved and home buying is back. Many homeowners are ready to take advantage of what has become one of the best buyer markets in years. With consumer confidence up, more people are considering building their next home or remodeling their existing one.

1 The Top of Utah Parade of Homes attracts *serious* buyers who are *ready and willing* to open their checkbooks for the right products. They attend the Parade to see standout homes from the best builders. They're looking for the trends and design ideas for their next home. It is those items and touches that make the Parade homes beyond *amazing*.

2 When buyers see your product or service in the perfect setting they *love* it. Even weeks or months later, seeing a photo of the home *rekindles* that *passion*, reminding them how they felt when they saw your product in the home. The Top of Utah Parade of Homes magazine then becomes a long term reference guide.

3 Because of this, the Top of Utah Parade of Homes magazine has a longer *shelf life* than you'd expect. Not only do attendees use the magazine as a guide during the event, but they consult it *long afterward* as a reference. Your advertisement's shelf life extends for many months and years to come, and that's quite a *reach*.

MARKETING & PROMOTION

The Top of Utah Parade of Homes is often the first stop for ideas. It is the place for young and old alike to discover their sense of style for their homes. This is a one-of-a-kind experience and you don't want to miss your opportunity to reach thousands of potential customers.

1 This year, the Top of Utah Parade of Homes will be marketed *extensively* across the Cache Valley and the Wasatch Front with Hometown Media Services/Deseret News reaching *hundreds of thousands* in promotions leading up to and during the event.

2 The Parade will be *promoted* across online, print, radio, social media, among other channels, reaching hundreds of thousands of unique visitors throughout the Parade.

3 The Top of Utah Parade magazine directory will help extend your message as a member to consumers who are planning to build

REACH YOUR TARGETED AUDIENCE

Top of Utah Parade of Homes attendees want to see the very best you have to offer. The audience is diverse and affluent. Many are considering upgrading or building their living space. They're looking for ideas, inspiration and cutting-edge products that are often found first at the Parade.



PARADE DATES

September 12-14 & 19-21

LOCATION

Multiple homes will be featured across Cache Valley and Bear Lake. Many of the homes will offer breathtaking views of the mountains, be nestled in the finest neighborhoods, and feature the best in urban re-development and architecture.

CIRCULATION

4,000 copies of the Top of Utah Parade of Homes magazine will be distributed during the Parade.

ADVERTISING OPPORTUNITIES

ADVERTISING DEADLINES

Reservations – August 7, 2024

Camera Ready Art Due – August 14, 2024

Publishes – September 12, 2024

AD RATES

FULL COLOR ADS	MEMBERS	NON-MEMBERS
Back Cover	\$3,000	\$3,500
Inside Front Cover	\$2,000	\$2,500
Inside Back Cover	\$2,000	\$2,500
Page 1	\$2,000	\$2,500
Double Truck	\$2,800	\$3,300
Full Page	\$1,500	\$1,950
Half Page	\$800	\$1050
Quarter Page	\$500	\$700

Builders with homes in the Parade get first priority placement across from their builder page. While we try to accommodate placement requests, we cannot guarantee placements unless they are paid premium positions or builder ads across from their Parade home.

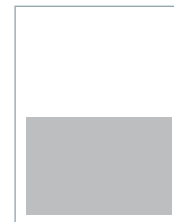
Become an annual member of the Cache Valley Home Builders Association for \$450. For more information contact:

Jocce Gilbert
435-792-4441 | office@cvhba.com

AD SIZES



FULL PAGE
8.375" W x 10.875" H – trim size
8.625" W x 11.125" H – bleed
0.25" – live margins



HALF PAGE
7.25" W x 4.85" H



QUARTER PAGE
3.55" W x 4.85" H

Acceptable file format.
PDF/X1a Only: No application files such as InDesign, QuarkXPress, Illustrator, Word will be accepted.

Include bleeds only when creating your PDF. Please do not include page information, trim or printers marks.

Color and Resolution.
All elements in ads must be built in CMYK or grayscale with a resolution of 200 to 400 dpi. Images used from a Web site are not acceptable as they are RGB and 72 dpi.

Fonts.
All fonts must be embedded into the document during the PDF creation process or turned to outlines before creating the PDF.

Ad Orientation.
Content must read left to right and no sideways or upside down rotations will be allowed.

Special Note.
We are open for discussion on unique ad dimensions not listed. If you have an idea you want to be considered, please contact us at 801.204.6349.

TO LEARN MORE ABOUT ADVERTISING IN THE TOP OF UTAH PARADE OF HOMES MAGAZINE

Please contact:

PUBLISHED BY

 **DeseretNews.**

HOMETOWN MEDIA

A DESERET NEWS COMPANY