

Digital Editions



More Audience. More Value.

Today's construction pros draw on multiple media sources to make business and product decisions. EcoHOME is the primary information source for residential green building pros searching for reliable sustainable building information through its magazine, Web site and e-newsletter.

NEW, unduplicated subscribers. Circulation for digital editions will combine print, plus e-newsletter subscribers not duplicated in the magazine circulation.

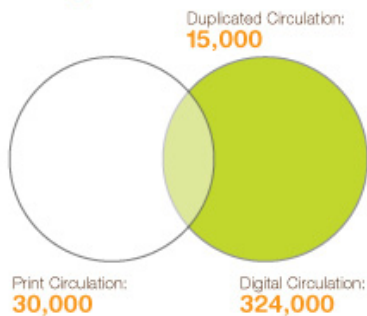
MORE green building professionals. 339,000 subscribers receive EcoHOME magazine through the addition of digital editions—that's 324,000 more circulation at no additional cost to advertisers.*

Same content, **MORE** audience. Digital editions have the same content as the print magazine, delivered to e-newsletter readers and posted on the magazine's Web site.

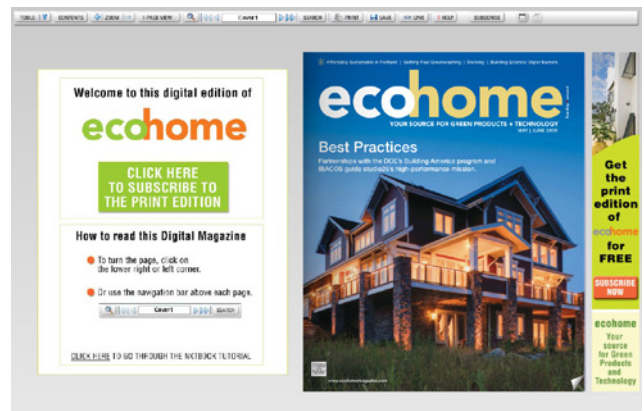
MORE audience, **MORE** value. Full demographic information is available for the additional readers. Advertisers receive complete tracking information and links to their Web sites from the digital editions.

*The circulation increase = digital circulation - duplicated circulation numbers as of June 2009

Total Audience:
339,000



Source: Publisher's Statement, June 2009



Digital Edition Sponsorship

- Dedicated e-mail announcing digital edition
- Full page ad opposite digital edition cover
- Fixed skyscraper ad throughout digital edition
- Lead generator on sponsor's ad within digital edition
- Rich media on sponsor's ad within digital edition

Cost: \$6,500/net per issue

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