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modern homes

THE VOICE OF THE MANUFACTURED AND MODULAR HOUSING INDUSTRIES

Marketing Kit '09



Modern Homes Magazine is the official quarterly publication of the Manufactured Housing Institute. *Modern Homes* covers the trends and events that impact the manufactured and modular housing industries.

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Eighty-five percent of *Modern Homes* readers report that they specify, recommend or purchase one or more products and services. Eighty-six percent of readers reported taking one or more actions as a result of reading *Modern Homes* with a majority reporting that they visited an advertiser's Web site.

Modern Homes readers consist of manufacturers, manufacturer's plant managers, component suppliers, financial service companies, retailers, community owners, REITS, state associations, modular builders, builders and developers, and those who have a stake or avid interest in the manufactured housing industry. The *Modern Homes* readership is balanced between industry leaders such as CEO's, owners, or other top executives and middle managers, sales people, community managers, purchasing agents and other groups

Modern Homes actively updates its mailing list, getting new subscribers from businesses, states associations and direct mail campaigns. *Modern Homes* receives hundreds of new subscriptions every month, making the *Modern Homes* mailing list one of the most up-to-date vehicles possible in the changing business environment.

A majority of the readership agrees that *Modern Homes* fosters a positive industry image, is easy to read, has something useful in each issue, is credible, provides timely information and is relevant to their job—important qualifications in today's manufactured and modular housing industries. ■

editorial

Calendar 2008

Editorial Guidelines:

We rely on our reputation and integrity to win the loyalty of our readership. *Modern Homes* is known for its high-quality journalism and editorial standards. It is this attention to detail that makes a majority of our readership report that they feel *Modern Homes* is a credible source of industry information—and we want to keep it that way. It is why more than 84 percent read half or more of every issue.

Get YOUR story in *Modern Homes*:

- *Modern Homes*' popular departments. Seventy percent report they regularly review the *Cutting Edge*. These readers are looking to *Modern Homes* for information on new products and technologies. MHI members and advertisers are given preferential treatment for placement in this very popular column.
- *Modern Homes* regularly interviews industry leaders and people with unique stories. Be sure to tell us about your expertise and let us know about any programs that might showcase an industry best practice. We might include you in an upcoming story if we know about it.

Fifty-seven percent of our readers used an idea from an article, so be sure to add our editor, Laura Armstrong, to your press release list at larmstrong@mfghome.org.

ISSUE

EDITORIAL FOCUS

Winter 2009

Cover Story: How the 2008 Elections Will Affect Your Business; Communities: Running the Family Business; Exporting Homeownership? Developing Your International Market; Welcome to the Rodeo: Housing the Oil Cowboys Out West

Spring 2009

Cover Story: The Young Turks: Future Leaders in the Housing Business; What Developers Want and How to Give It to Them; Head of the Class: Studying Manufactured and Modular Housing in Real Estate School; Curb Appeal and Landscaping Trends; It's Not Easy Being Green: The Future of Green Building in Housing

Summer 2009

Cover Story: Industry Person of the Year; 2009 Best New Home Designs; 2009 Best Communities, Subdivisions, and Sales Centers Profile

Fall 2009

Cover Story: What Women Want; Designing Against Nature's Wrath; MH in the City: Opportunities for Infill in Urban America; 2010 Forecast - Macro Economic Forecast and What's Next for Housing

Departments at-a-glance

Perspectives

MHI President Gail Cardwell shares her thoughts

Technologies

Research and development activities

FYI

Quick news & events

Marketplace

Quick company references

Cutting Edge

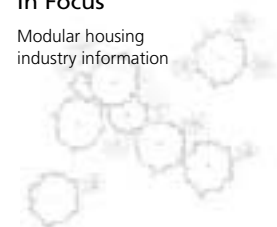
New products and innovative techniques

Calendar of Events

Meetings, programs and shows

Modular In Focus

Modular housing industry information



circulation

Summary

An Excellent Investment

Modern Homes readers want to stay informed. Through our annual Zoomerang Readership Survey, we ask our readership what they think, what they want to see and why they read the publication. We pursue this information to adjust and meet the needs of our readership and advertisers. This ensures that *Modern Homes* stays relevant to our readership.

By the Numbers

- A majority of readers feel that *Modern Homes* fosters a positive industry image, has something useful in each issue, is easy to read and is credible.
- *Modern Homes* readership is loyal, with 84 percent reporting they read half or more of every issue.
- Sixty-nine percent of *Modern Homes*' 18,000 readers report that they pass the magazine on to one or more colleagues, making a total pass through readership of 30,420.
- Seventy-one percent save their copies of *Modern Homes* for future reference—meaning a longer shelf life for your advertisement.

Source: Percentages from Zoomerang Readership Survey, August 2008.

Advertising Contact

Cheryl Hardee
703.558.0668
cheryl@mfghome.org

I read *Modern Homes* because...

"Keeps me informed on current and changing trends."

– Sammy Dothan

"It provides useful info to it's readers."

– Rick Hardwood

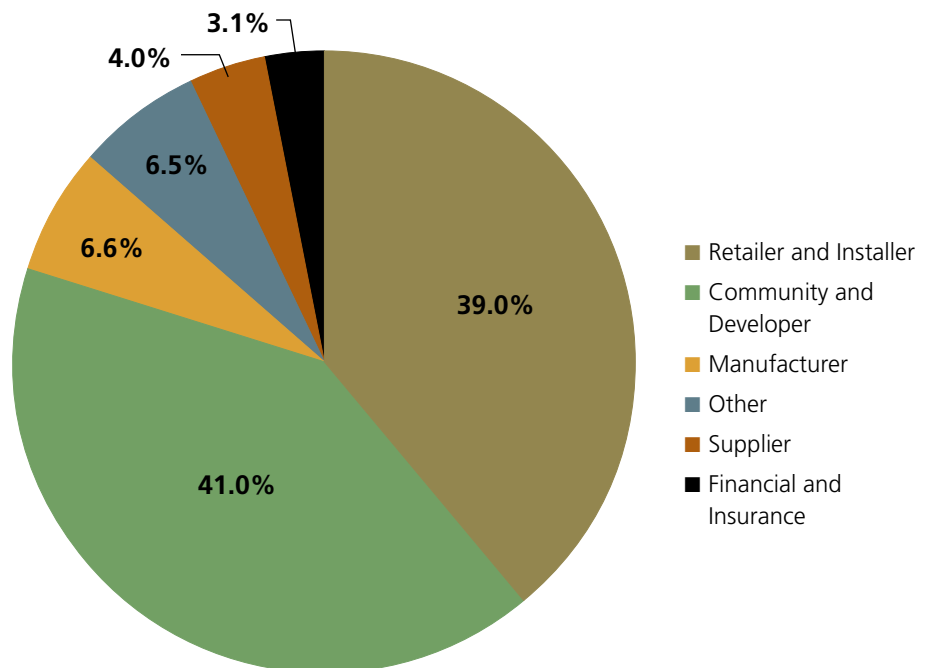
"It provides a good overview of the industry."

– Steven Denbow

Source: Responses from Zoomerang Readership Survey, Aug. 2008.



Modern Homes Circulation - 18,000



About *Modern Homes*

Modern Homes is the official magazine of the Manufactured Housing Institute, a national trade association representing all segments of the manufactured and modular housing industries, including manufacturers, retailers, community owners, suppliers, financial institutions, state associations and developers.

audience

Summary

Delivering Your Target Audience

- Eighty-five percent of *Modern Homes* readership report that they specify, recommend or purchase one or more products and services.
- Eighty-six percent of readers report taking one or more actions as a result of reading *Modern Homes*.
- Taking action on an ad accounted for the lion's share of those actions.
- Seventy percent report they regularly review the *Cutting Edge* section. These readers are looking for new products and technologies touse in their businesses.

Unique Readership

- *Modern Homes* has a unique audience our competition doesn't reach. Only 74 percent report subscribing to "Manufactured Home Merchandiser," 59 percent to the "Journal of Manufactured Housing" and 45 percent to "Automated Builder."
- *Modern Homes* readership is balanced between industry leaders such as CEOs, owners, or other top executives, which make up 46 percent; and middle managers, sales people, community managers, purchasing agents and other groups, which make up the other 54 percent.

Editorial Contact

Laura Armstrong
703.558.0670
larmstrong@mfghome.org

Modern Homes is good at...

"Keeping everyone updated on a changing industry."

– Charles Helton

"Providing needed industry information."

– Ronald Durgin

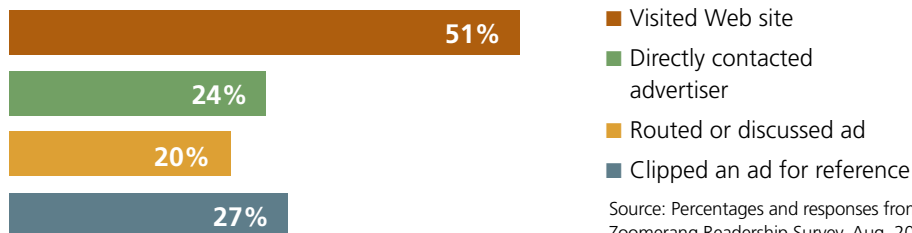
"Providing information on new products and technology."

– Eileen Cirillo

Source: Percentages and responses from Zoomerang Readership Survey, August 2008.



Actions taken by readers as a result of seeing an ad in *Modern Homes*



Source: Percentages and responses from Zoomerang Readership Survey, Aug. 2008.

Get your story in *Modern Homes*

Send *Modern Homes* your great stories. We regularly interview industry leaders and people with unique stories. Be sure to tell us about your expertise and let us know about any programs that might showcase an industry best practice. We might include you in an upcoming story if we know about it. Fifty-seven percent of our readers used an idea from an article, so be sure to add our editor, Laura Armstrong at larmstrong@mfghome.org, to your press release list.

advertising

Specifications

Client Supplied Ad Specifications

Please provide all digital ads via Zip, CD or DVD. All ads must be created and saved in Macintosh platform.

Please provide all digital materials in one of the following applications:

- High res (300 dpi) **PDF**
- **Quark Xpress** 6.0 (or earlier)
- **Photoshop** (EPS or TIF)(300 dpi)
- **Illustrator** (convert type to outlines, embed graphics and save as EPS)

Fonts

- Include printer and screen fonts (for postscript) and/or TrueType fonts.
- Send fonts embedded in graphics.

Graphics

- For Quark Xpress submissions, send the original files of all graphics used in the ad.
- Embed all graphics for PDF and Illustrator submissions (saved as CMYK).

Documentation

- Send high resolution color match prints sized at 100%.
- Include summary printout of all contents on submitted disc.

All colors must be CMYK mode. No RGB or SPOT colors will be accepted.

Modern Homes will NOT be responsible for reproduction of ad materials that are not provided according to the requirements herein.

Submit Ads to:

Lawrence Marie Inc.

1800 Old Meadow Rd., Ste. 117
McLean, VA 22102

dan@lawrencemarie.com

Mechanical Specifications

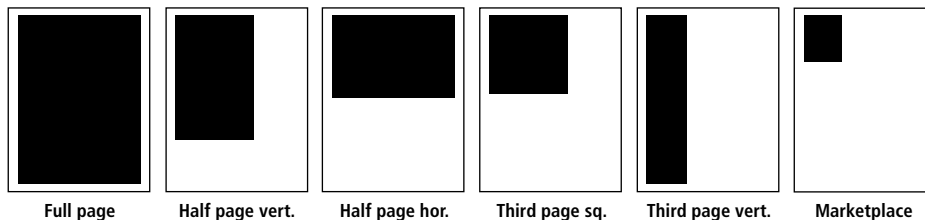
Page Dimensions (without bleed)

Full page	7.25" x 10"
Half page vertical	4.625" x 7.375"
Half page horizontal	7.25" x 4.875"
Third page square	4.625" x 4.625"
NEW Third page vertical	2.375" x 10"
Marketplace Ad	2.25" x 2.625"

Trim size: 8.375" x 10.875"

Bleed page size: 8.625" x 11.125"
(add .125" to each side)

Image area: 7.25" x 10"



Net Rates:

	1-3 issues	4 issues
Two page spread	\$5,998 ea.	\$5,790 ea.
One page	\$3,647 ea.	\$2,984 ea.
Half page vertical	\$2,274 ea.	\$1,959 ea.
Half page horizontal	\$2,006 ea.	\$1,641 ea.
Third page square	\$1,386 ea.	\$1,135 ea.
NEW Third page vertical	\$1,386 ea.	\$1,135 ea.
Marketplace Ad	\$425 ea.	

Discounts:

Accredited advertising agencies must add commission.

Color charges are included. There are NO additional charges for color ads.

Free Marketplace Ad: With a signed contract of three or more issues, each time your ad runs, you get twice the impressions, a \$1,485 net value.

Covers: 2nd, 3rd and 4th covers, add an extra 10%. All cover ads must be in 4-color. Preference will be given to advertisers who sign contracts.

Advertising Deadlines

ISSUE	RESERVATION	MATERIALS DUE
Winter	November 28, 2008	December 5, 2008
Spring	February 27, 2009	March 6, 2009
Summer	May 29, 2009	June 5, 2009
Fall	August 28, 2009	September 4, 2009

Cancellation Policy:

Signed contracts cannot be cancelled without the express agreement of *Modern Homes*. Cancellation requests must be made before the space reservation deadline and, in the case of a cancelled contract, the frequency discount for previous advertisements may be billed.

contact

Modern Homes

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Gail Cardwell

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Modern Homes (ISSN 1539-5650) is published quarterly by the MHI, 2101 Wilson Blvd., Suite 610, Arlington, VA 22201-3099. Periodical postage paid at Arlington, VA and additional mailing offices. POSTMASTER send address changes to Modern Homes, P.O. Box 1357, Lowell, MA 01853-1357

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Editorial

Editorial content is due to *Modern Homes* by the first Friday two months prior to publication.

Calendar of Events

Submissions to the *Calendar of Events* are accepted for state meetings and trade shows as space allows. Entries must include meeting name, dates, location, city, state, contact person and phone number. Incomplete entries cannot be published. Submissions received after the closing date will be published in the next available

edition. Editor reserves the right to exclude requests for any reason. Submit entries to:

Cheryl Hardee

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Fax: 703.558.0401
cheryl@mfgghome.org

Cutting Edge Submissions

The *Cutting Edge* is a forum for showcasing innovative products and services for the manufactured housing industry. Preference is given to MHI members. Forward materials, including publication-quality photos, slides, or drawings to:

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Fax: 703.558.0401
cheryl@mfgghome.org

Editor

Story ideas and comments should be directed to:

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larmstrong@mfgghome.org

Modern Homes Delivering Results

Be a part of the industry's leading source that provides the latest information, topical discussions, innovative techniques, who's who and upcoming events that shape the manufactured and modular housing industries. No other publication delivers the broad spectrum of editorial and design as *Modern Homes*. Ad reservations will fill quickly, so reserve your space today and be on the "cutting edge" of "tomorrow's" industry.