

circulation

Summary

An Excellent Investment

Modern Homes readers want to stay informed. Through an industry-led Advisory Board and an 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 81 percent reporting they read half or more of every issue.
- Sixty-nine percent of *Modern Homes*' 18,500 readers report that they pass the magazine on to one or more colleagues, making a total pass through readership of 31,265.
- Seventy-two percent save their copies of *Modern Homes* for future reference—meaning a longer shelf life for your advertisement.

Source: Percentages from Zoomerang Readership Survey, July 2007.

Advertising Contact

Cheryl Hardee
703.558.0668
cheryl@mfgohome.org

I read *Modern Homes* because...

"to keep up with the improvements and changes over the years."

– Charles Fereida

"I am interested in what is going on in the industry and like to see different ideas and apply them to what I do."

– Keith Padgett

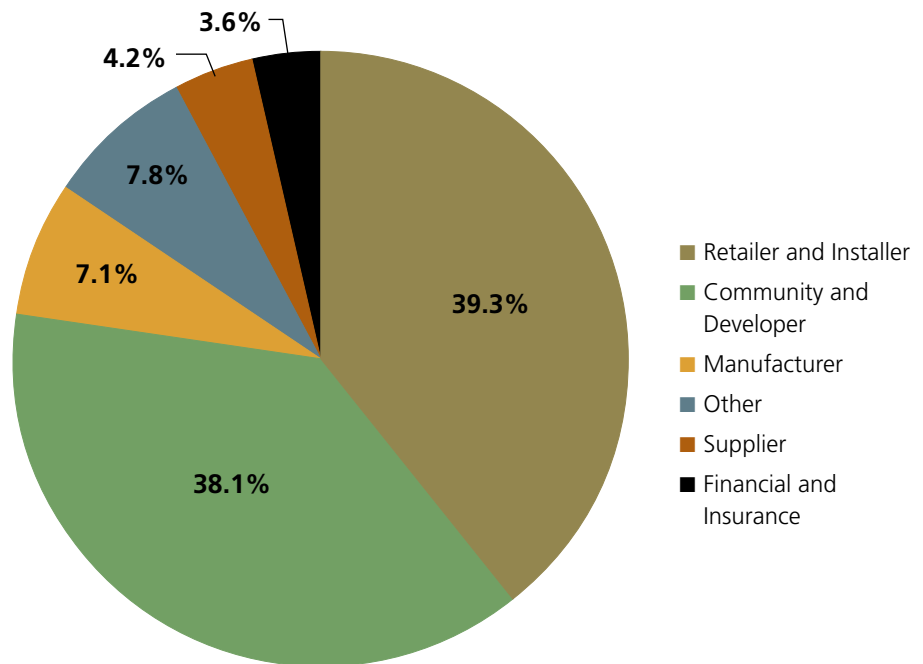
"To keep up with what is going on nationally."

– Jodi Kirincich



Source: Responses from Zoomerang Readership Survey, July 2007.

Modern Homes Circulation - 18,500



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-four percent report they regularly review the *Cutting Edge* section. These readers are looking for new products and technologies to use in their businesses.

Unique Readership

- *Modern Homes* has a unique audience our competition doesn't reach. Only 54 percent report subscribing to "Manufactured Home Merchandiser," 44 percent to the "Journal of Manufactured Housing" and 40 percent to "Automated Builder."
- *Modern Homes* readership is balanced between industry leaders such as CEOs, owners, or other top executives, which make up 44 percent; and middle managers, sales people, community managers, purchasing agents and other groups, which make up the other 56 percent.

Editorial Contact

Bruce Savage
703.558.0662
bruce@mfgohome.org

Modern Homes is good at...

"Covering industry issues."

– Julie Alvarado

"Keeps me informed on national issues."

– Gregory King

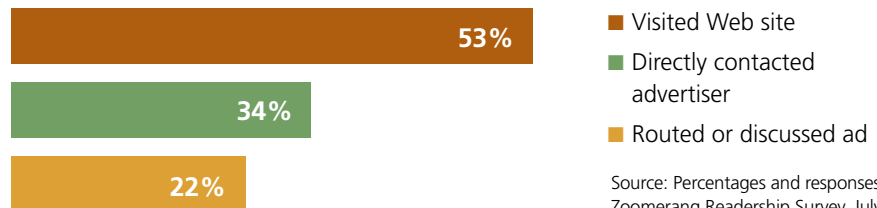
"Keeps me on top of current issues and topics."

– Linda Lindholm

Source: Percentages and responses from Zoomerang Readership Survey, July 2007.



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



Source: Percentages and responses from Zoomerang Readership Survey, July 2007.

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. Sixty-two percent of our readers used an idea from an article, so be sure to add our editor, Bruce Savage at bruce@mfgohome.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

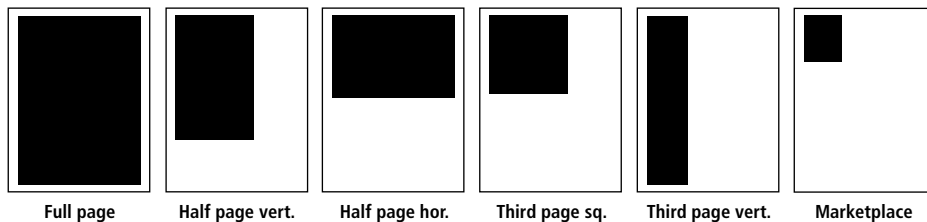
Page Dimensions (without bleed)

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"



Gross Rates:

	1 issue	3 issues	6 issues
Two page spread	\$5,998	\$5,888	\$5,790
One page	\$3,647	\$3,239	\$2,984
Half page vertical	\$2,274	\$2,070	\$1,959
Half page horizontal	\$2,006	\$1,781	\$1,641
Third page square	\$1,386	\$1,233	\$1,135
NEW Third page vertical	\$1,386	\$1,233	\$1,135
Marketplace Ad	\$425		

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
January-February	November 26, 2007	December 3, 2007
March-April	January 28, 2008	February 4, 2008
May-June	March 31, 2008	April 4, 2008
July-August	May 26, 2008	June 2, 2008
September-October	July 28, 2008	August 4, 2008
November-December	September 29, 2008	October 6, 2008

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.