



**JLC**

2024 Media Kit

# Zonda is building the future of housing

We exist to **advance the process of accessing, understanding, and leveraging the information, insights, and connections** that move the homebuilding industry forward—because we believe better homes mean better lives and stronger communities.

## Awareness

Get results with the right audiences and tactics on our media platforms that give you access to a database with more than 3M contacts.



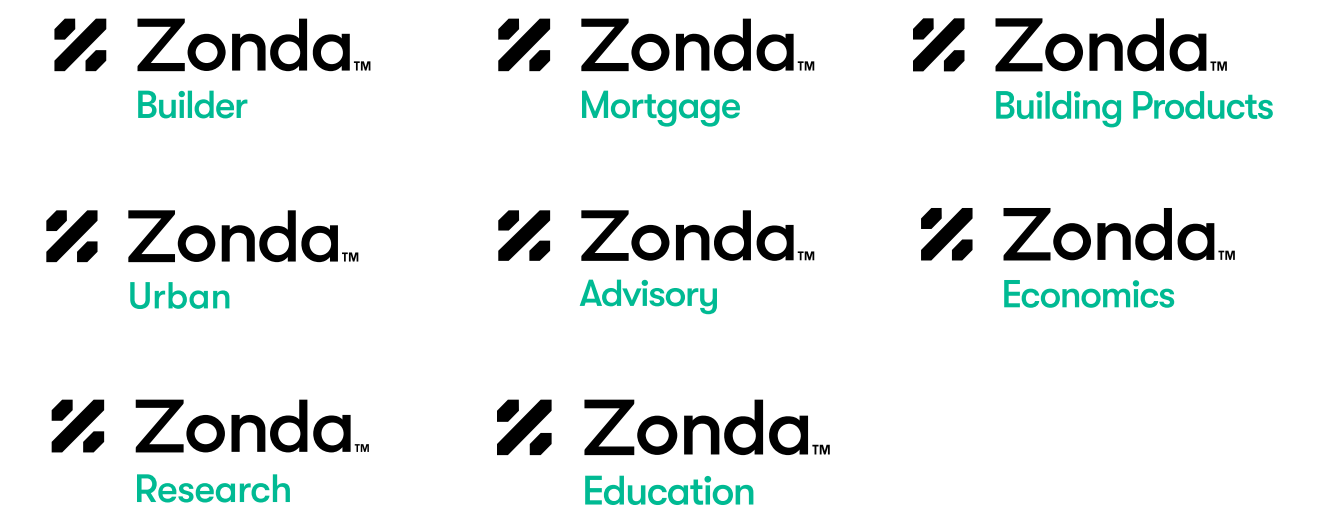
## Engagement

We inform, advise and connect you to the right tools and people to help grow your business.



## Data Intelligence

Get access to over 500+ housing metrics to stay ahead of local, regional and national market trends.



# Always ahead

**Zonda Media** utilizes the largest analytics and editorially driven construction industry database to provide **business intelligence**, **data-driven**, and **advertising services** across a variety of platforms.

- ✓ We are the most comprehensive coast-to-coast **media network** for professionals involved in every aspect of the **housing industry**.
- ✓ We provide a complete view into the housing market designed through **digital platforms** to provide full understanding of current and future conditions to help negotiate risk and **grow revenue**.
- ✓ Leaders in the new construction market **trust** Zonda to provide a pulse on the market and **get insight** into the market conditions.



**Builder**

**MFE**  
MULTIFAMILY EXECUTIVE

**AFFORDABLE  
HOUSING**  
FINANCE

**PSN**  
POOL AND SPA NEWS

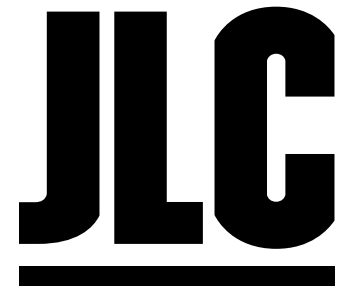
**ARCHITECT**

**JLC**

**ProSales**  
by JLC

**AQUATICS**  
INTERNATIONAL

**remodeling**  
by JLC



Journal of Light Construction is written by and for residential and light commercial contractors—its focus on building performance and quality assurance makes it a trusted force in the industry. Whether it’s through the magazine, website, newsletter or events, JLC’s loyal audience relies on its expert instruction and advice to reduce risk and build and remodel better homes.

40+

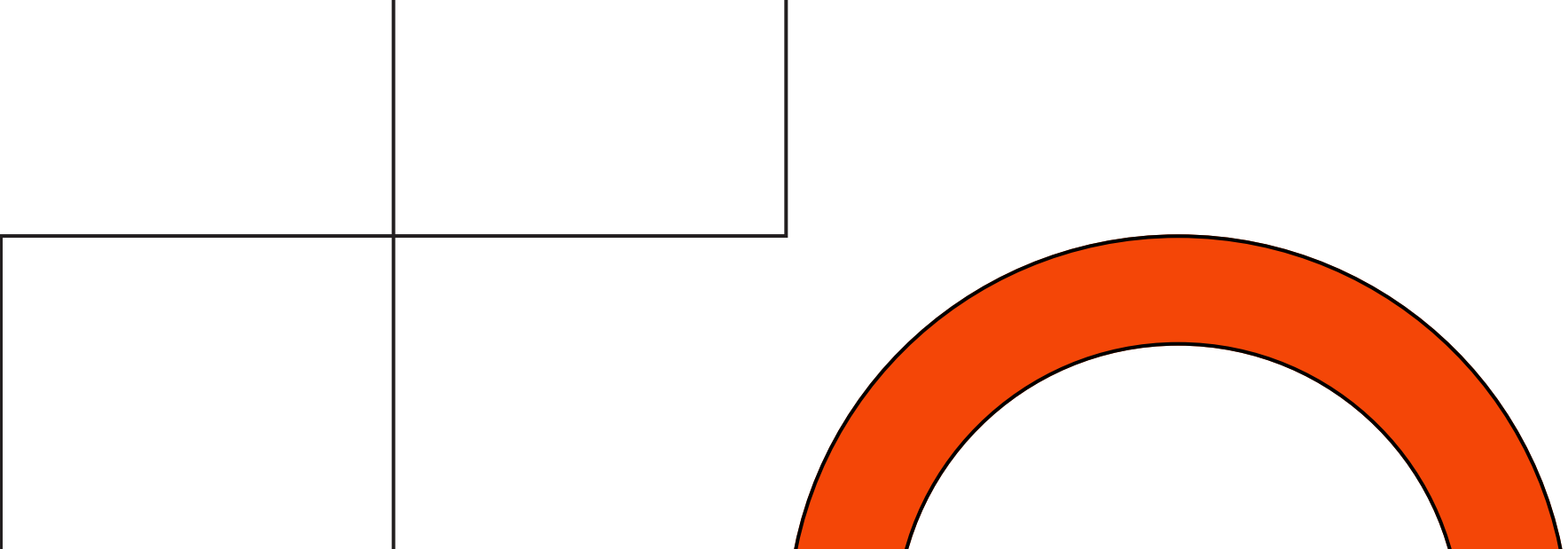
Years serving the homebuilding industry

1.4M

Total engagements

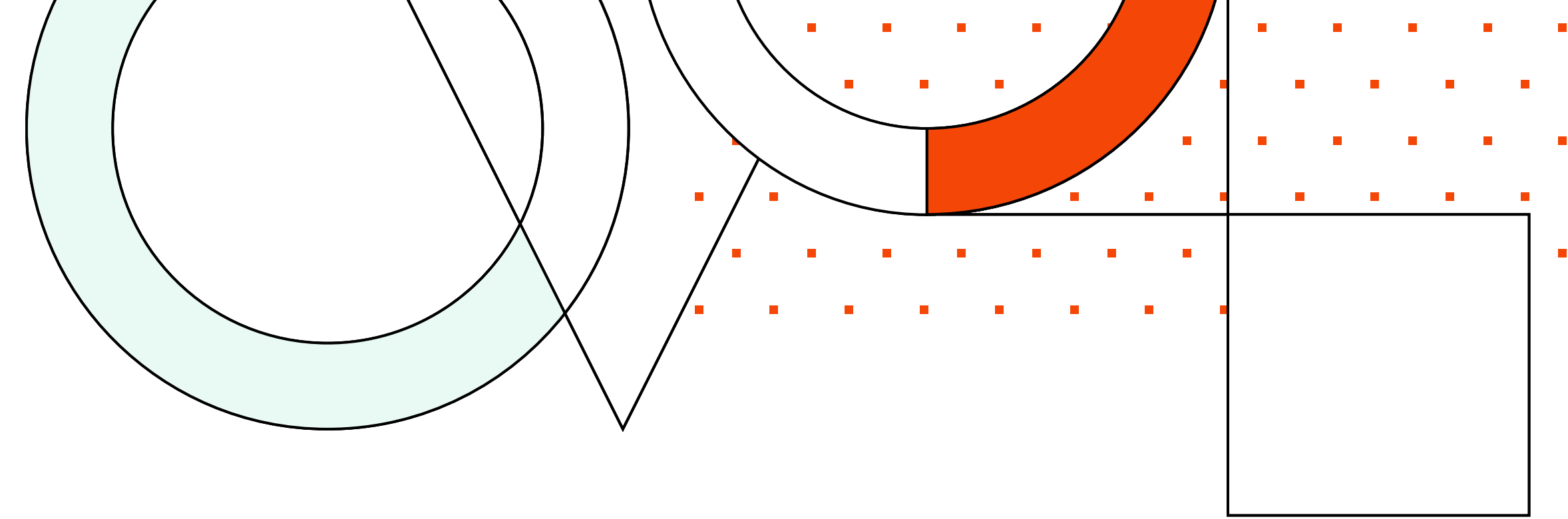
211K

Total reach

A decorative graphic in the top right corner consists of a black grid of squares. One square is partially filled with an orange arc, resembling a rising sun or a stylized letter 'C'. Below the grid is a light green rectangular box containing text.

“JLC is packed full of great information from builders and all of us in the trades, that’s who writes the magazine.”

*– JLC Subscriber*



# Editorial Leadership



## Clayton DeKorne

**Chief Editor** | JLC Group

Clay DeKorne is the Chief Editor of The Journal of Light Construction and Remodeling. He was the founding editor of Tools of the Trade (1993) and Coastal Contractor (2004), and the founding educational director for JLC Live (1995). Before venturing into writing and education for the building industry, he was a renovation contractor and carpenter in Burlington, Vt.

# Advisory and Economics

**40+**  
advisors

**Insights and advice,  
all under one roof**

JLC's editorial earns unwavering trust from industry leaders due to its expertly crafted content, authored by industry specialists.

Our team of advisors brings decades of invaluable industry experience to the table, ensuring that we provide clients with seasoned expertise and deep insights.

With Zonda's robust proprietary market data and extensive advisory team, we are equipped to analyze complex market trends and provide comprehensive insights to our clients, allowing them to make well-informed strategic decisions.



**Ali Wolf**  
Chief Economist  
Zonda Economics



**Tim Sullivan**  
Chief Advisory Officer  
Zonda Advisory



**Kimberly Byrum**  
Multifamily  
Principal Zonda Advisory



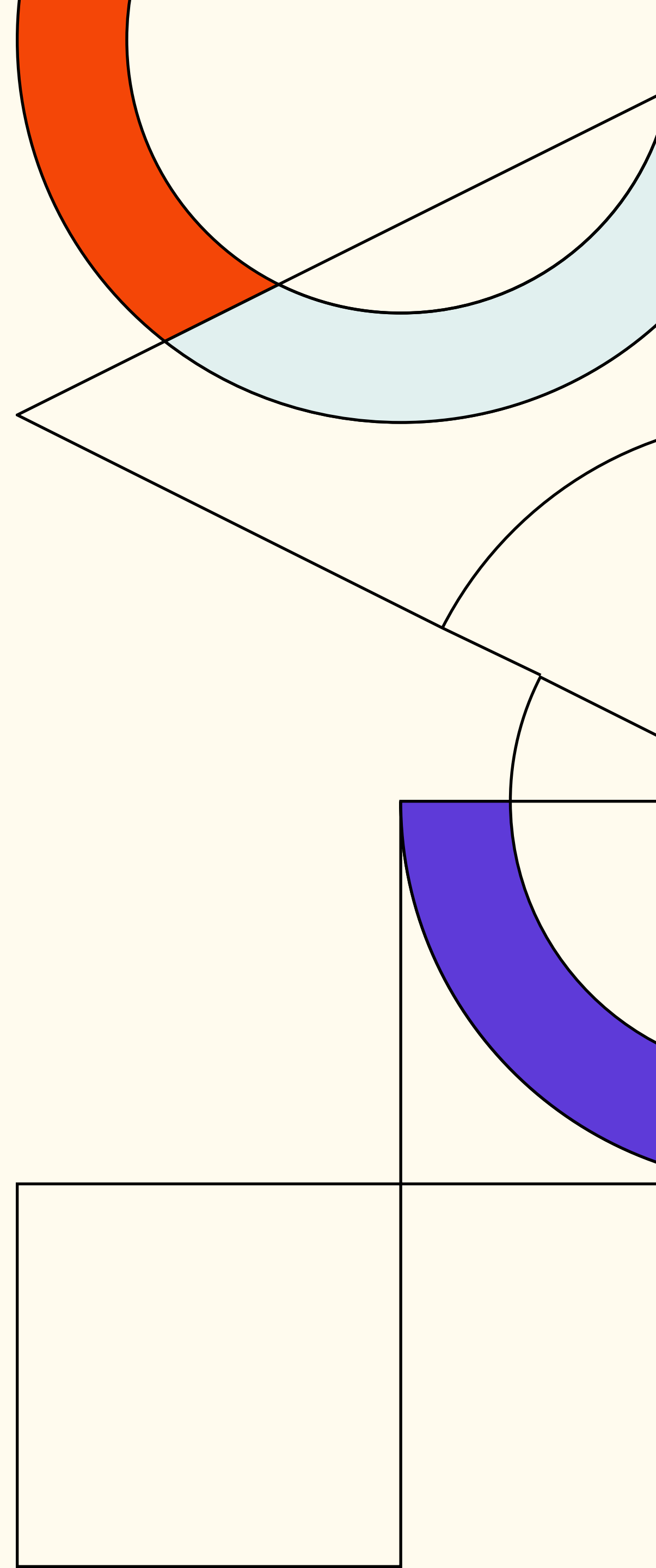
**Todd Tomalak**  
Building Products  
Principal Zonda Advisory



**Mollie Carmichael**  
Community and Product Insights  
Principal Zonda Advisory



# Audience



# Our audience

**Total Audience**

**211,000+**

Print, Digital, Newsletter, & Site Registrants

**90%**

Subscribers involved  
in remodeling  
projects

**100%**

Top 100 builders  
working with Zonda

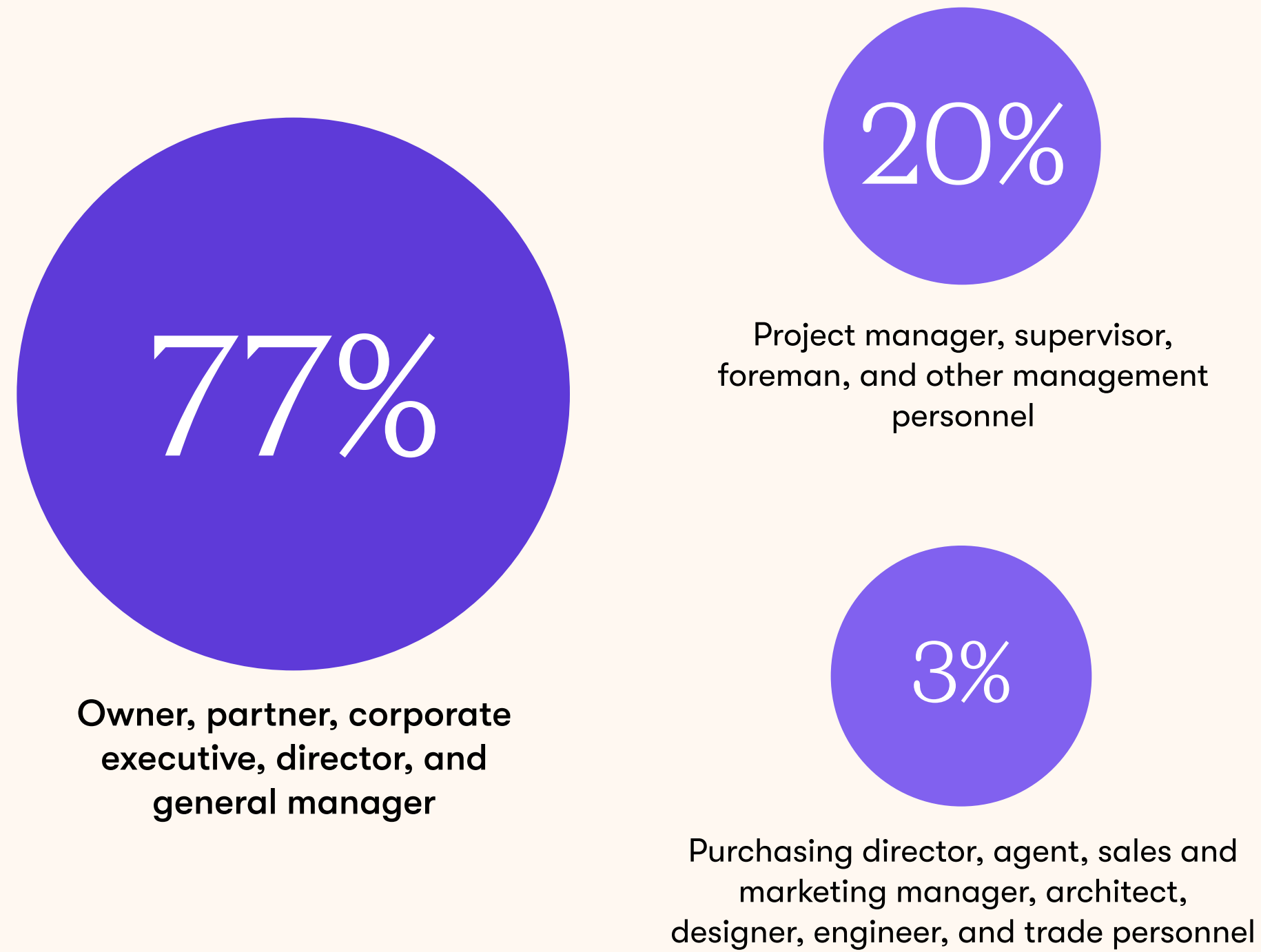
**91K+**

Total builders

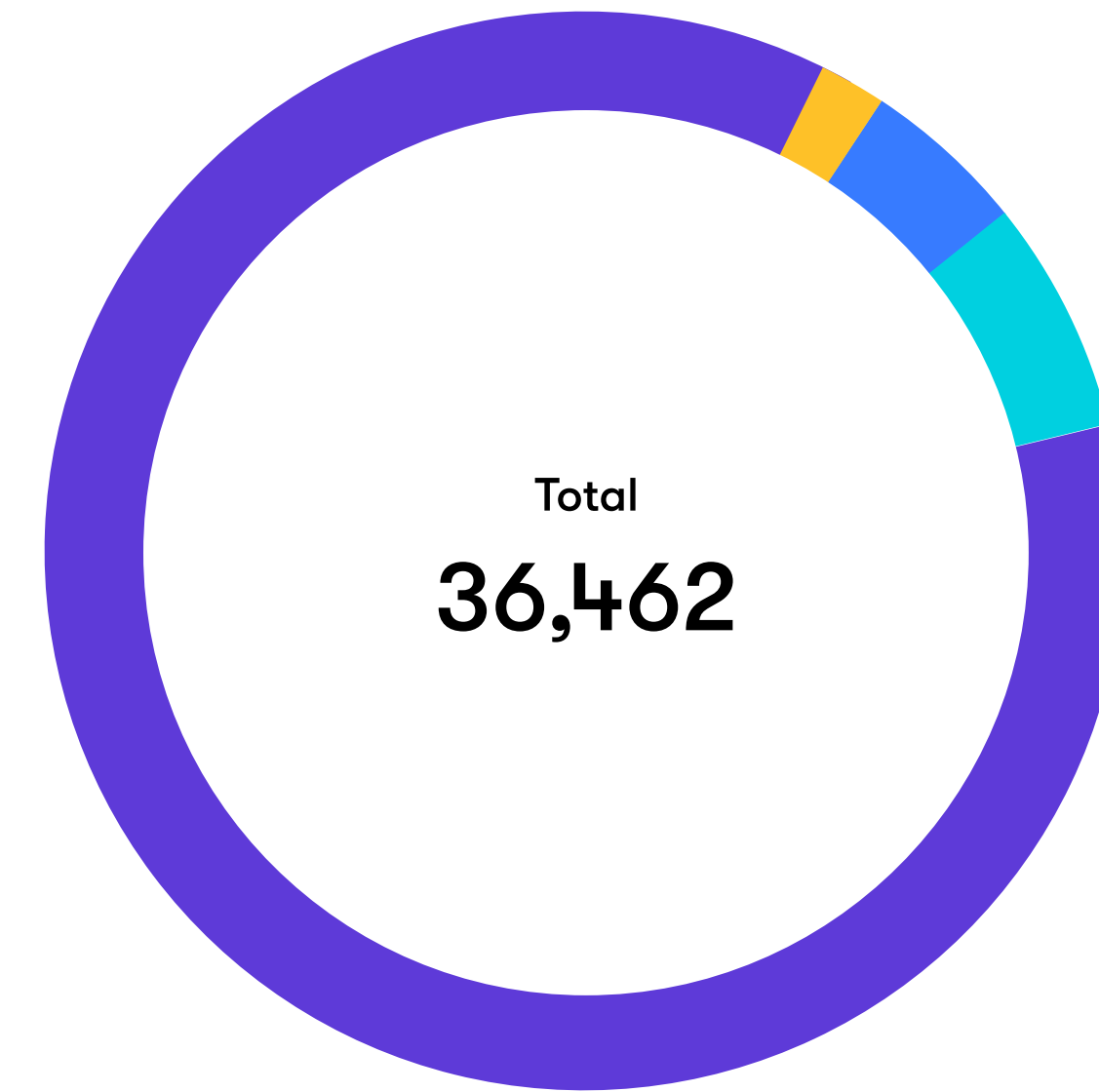
*Maximize your reach*  
to residential  
and light-commercial  
professionals through  
a reputable source  
that is highly trusted  
by prominent industry  
leaders.



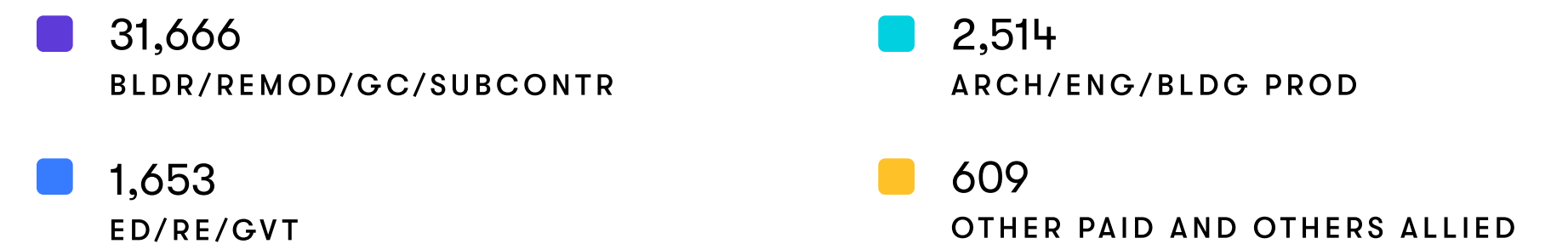
# 36K+ leaders drive our readership

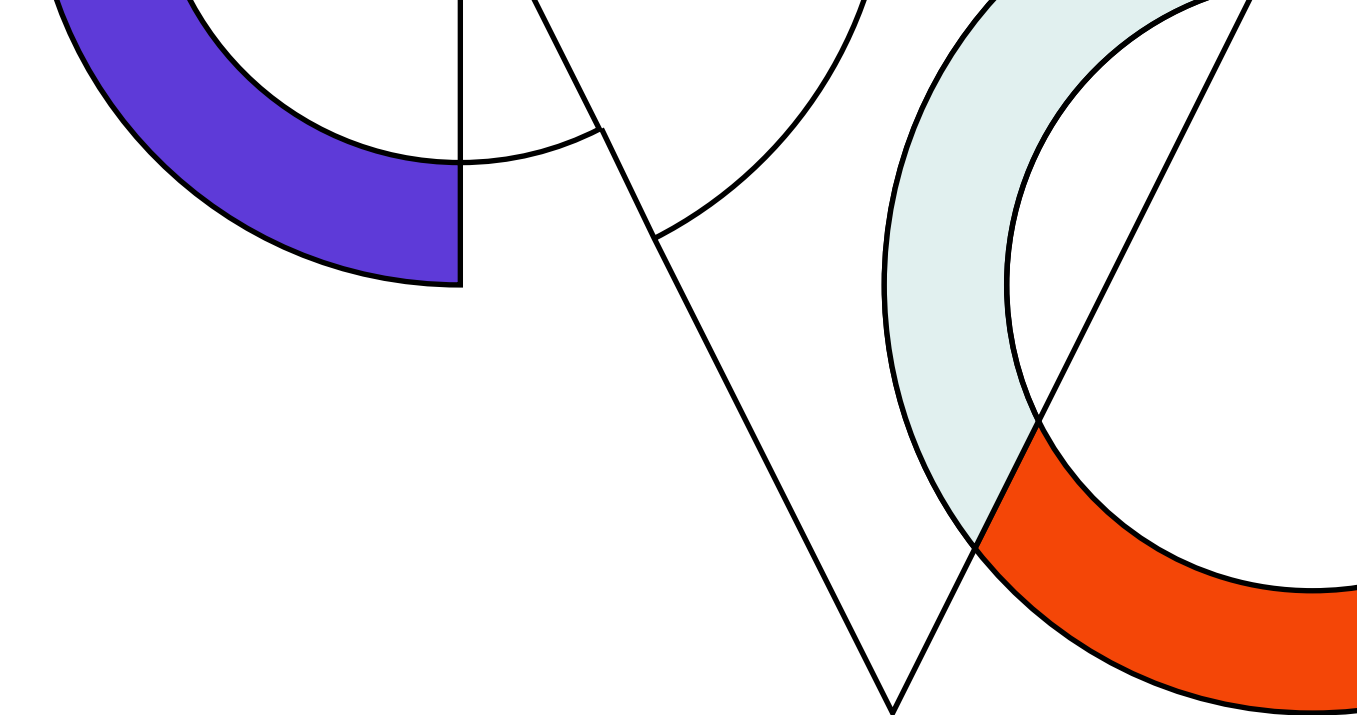


# Primary Business and Titles

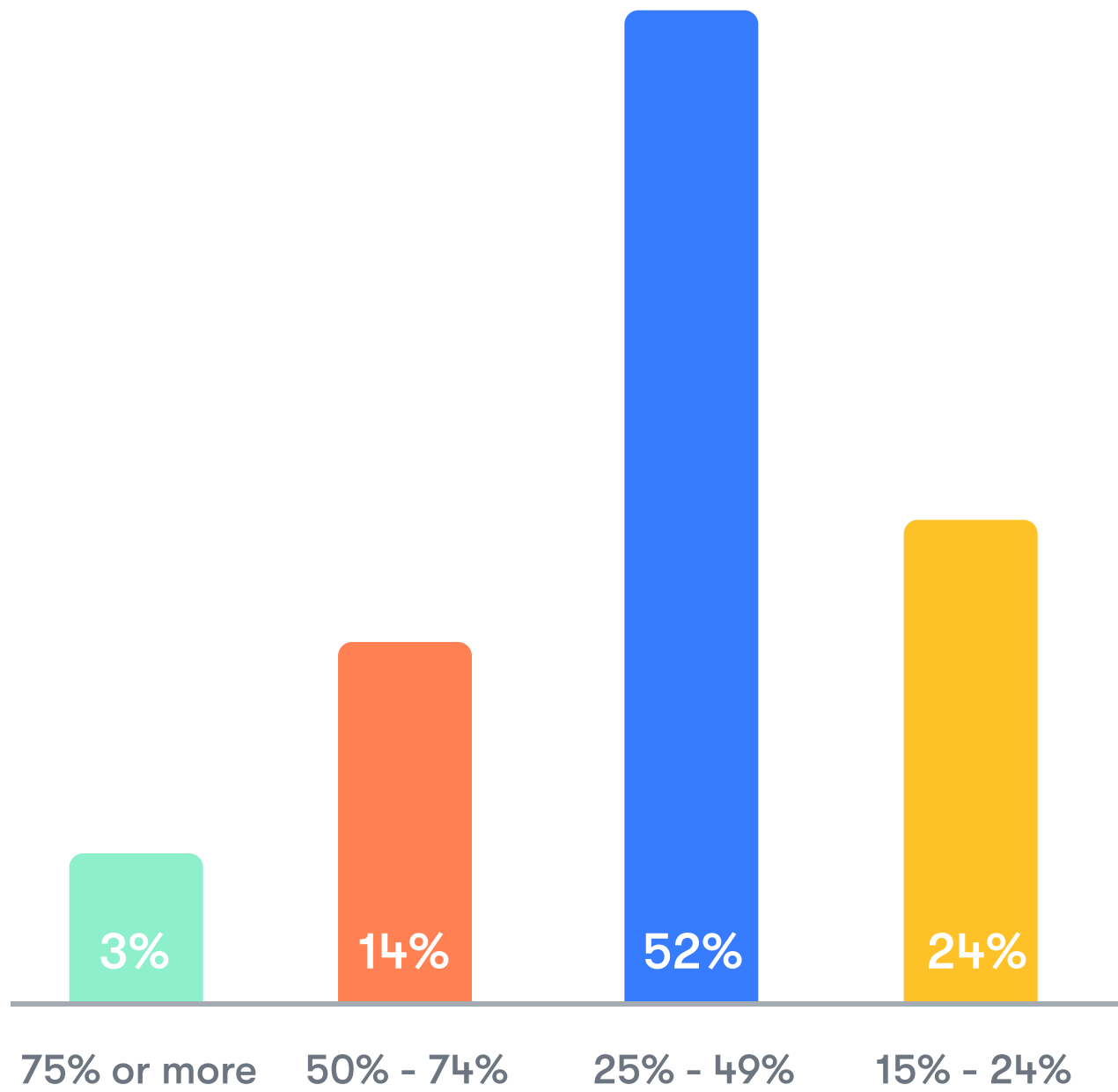


Business/Occupational Breakout of Magazine Circulation



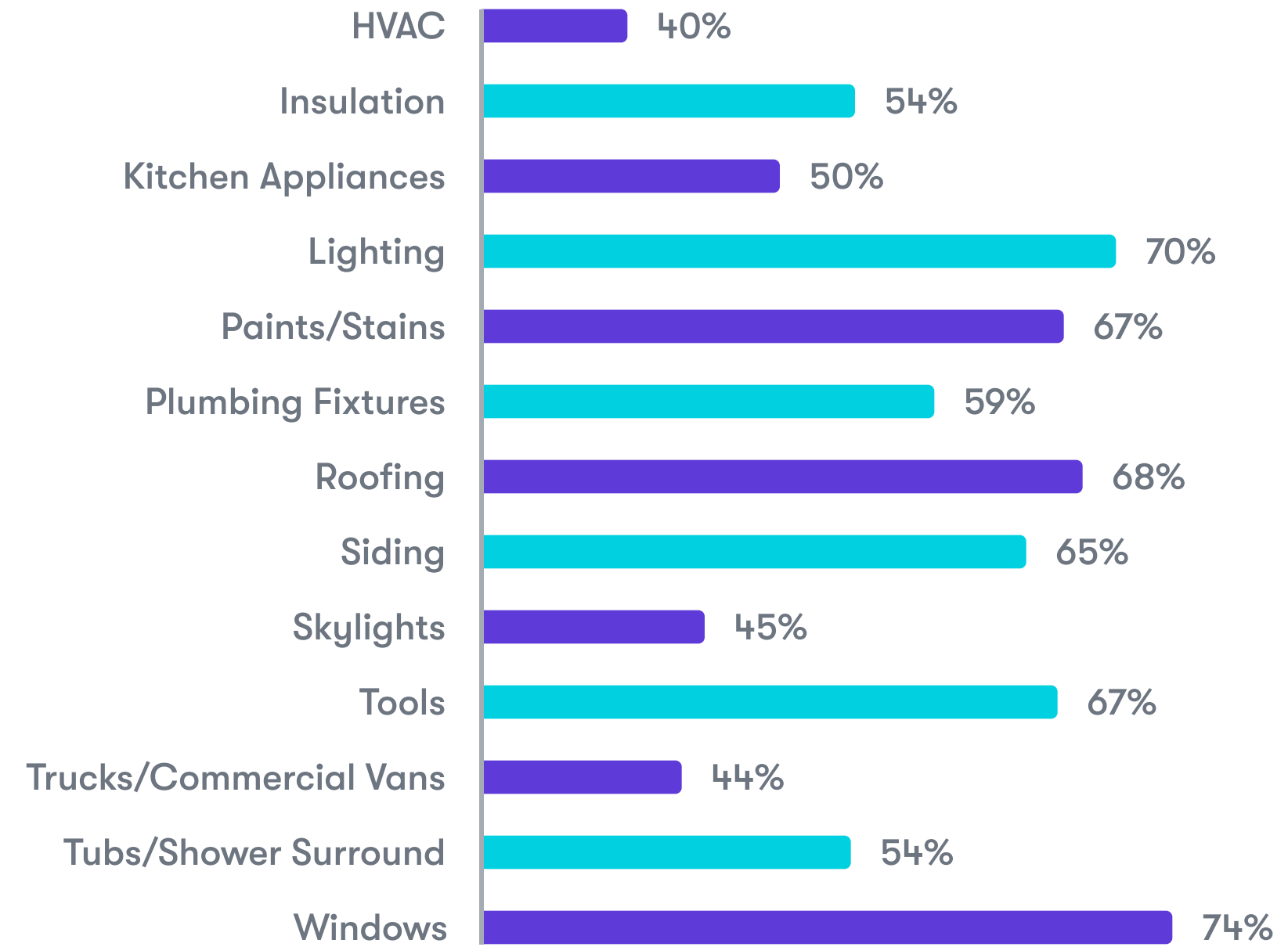
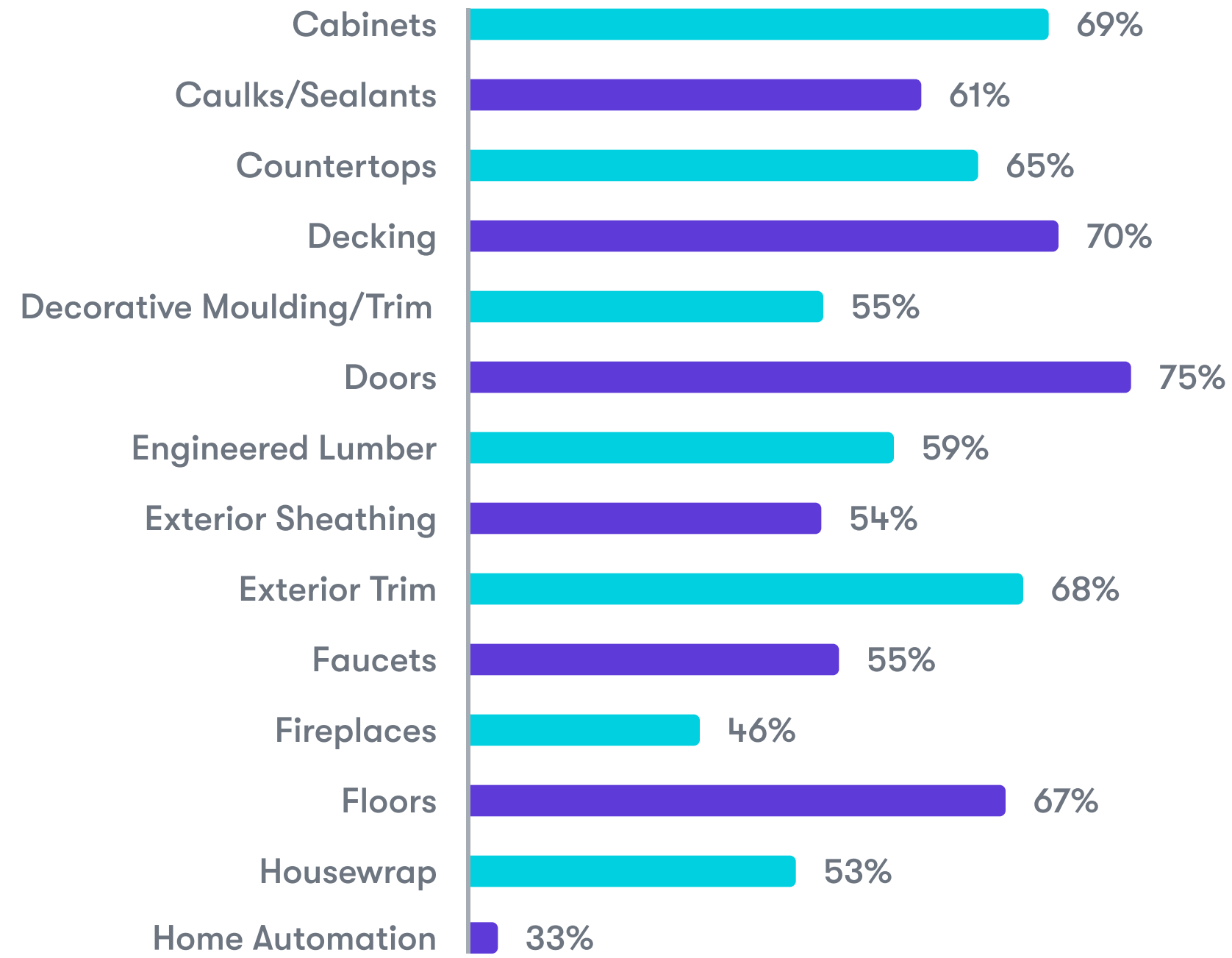


# Roughly What Percentage Of Your Company's Total Revenue Was Spent On Building Materials?

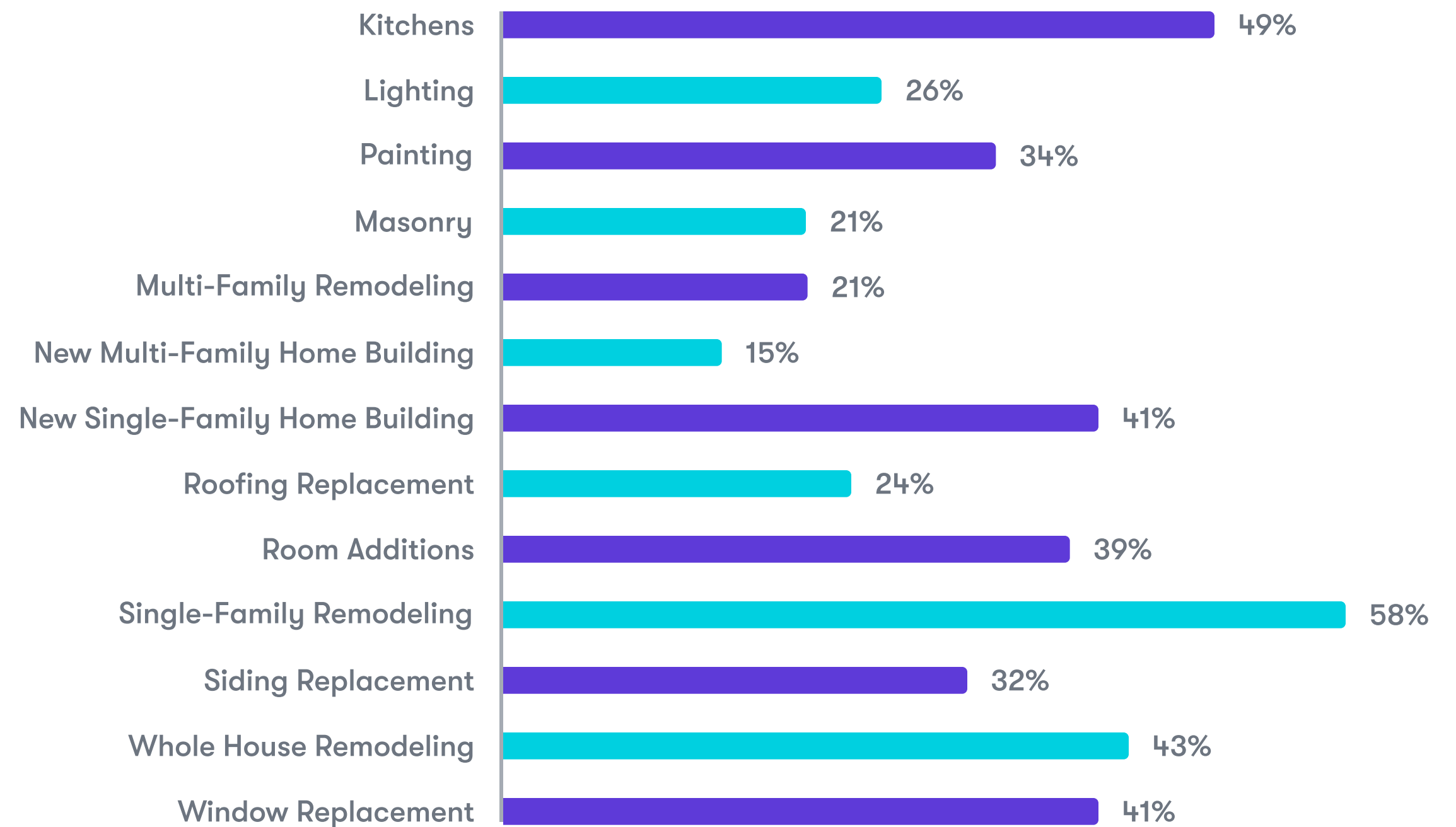
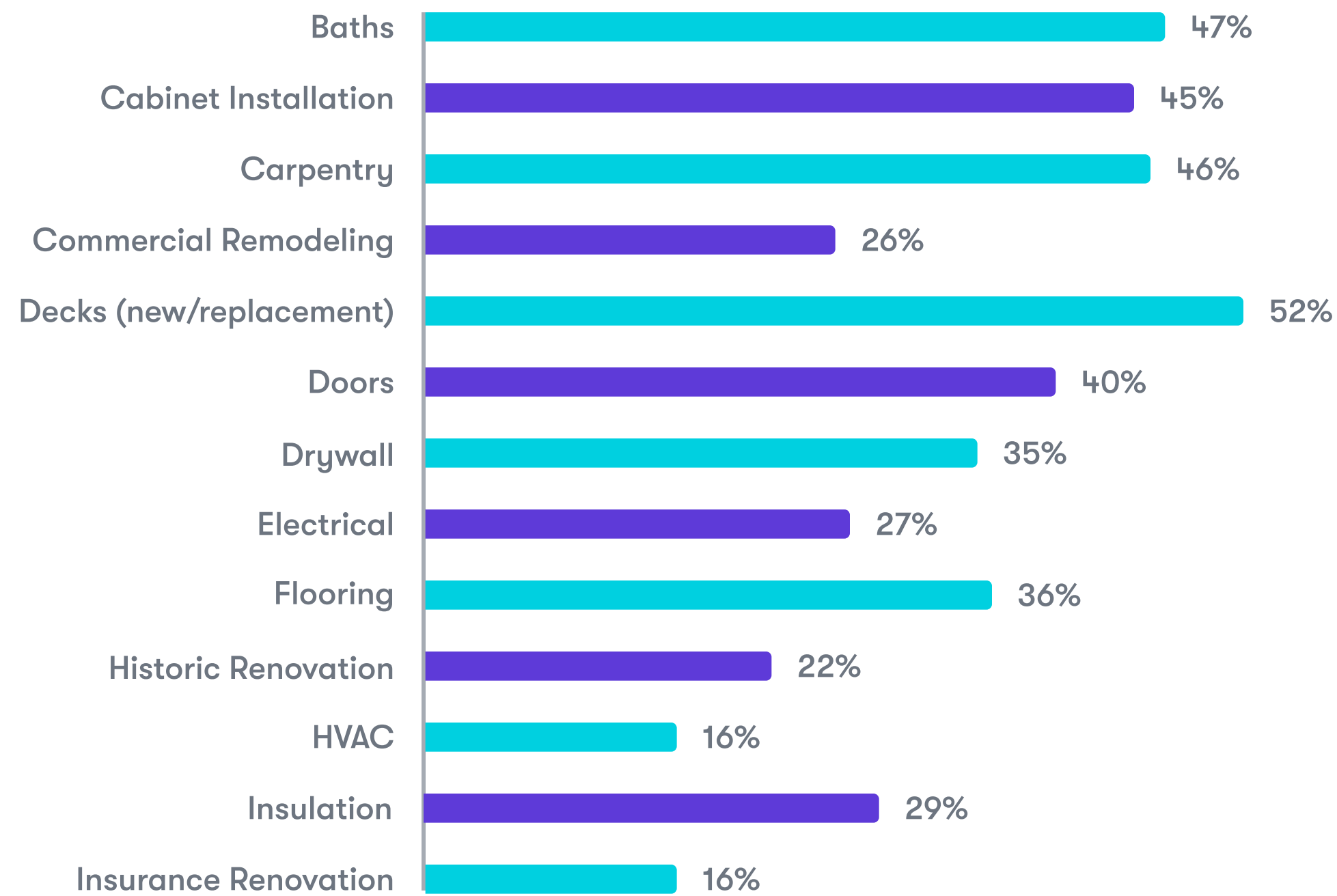


	Revenue			Number of Residential Remodeling Projects			New Res. Const.		
	Total	<200k	250-750k	750k+	<6	6-24	25+	Yes	No
75% or more	2.9%	0.0%	3.7%	5.7%	2.5%	1.2%	0.0%	5.7%	0.0%
50% - 74%	14.4%	20.9%	13.0%	7.5%	20.0%	17.1%	8.8%	17.24%	11.5%
25% - 49%	52.3%	47.8%	51.9%	58.5%	45.0%	54.9%	50.0%	50.6%	54.0%
15% - 24%	23.6%	23.9%	25.9%	20.8%	32.5%	20.7%	29.4%	16.1%	31.0%

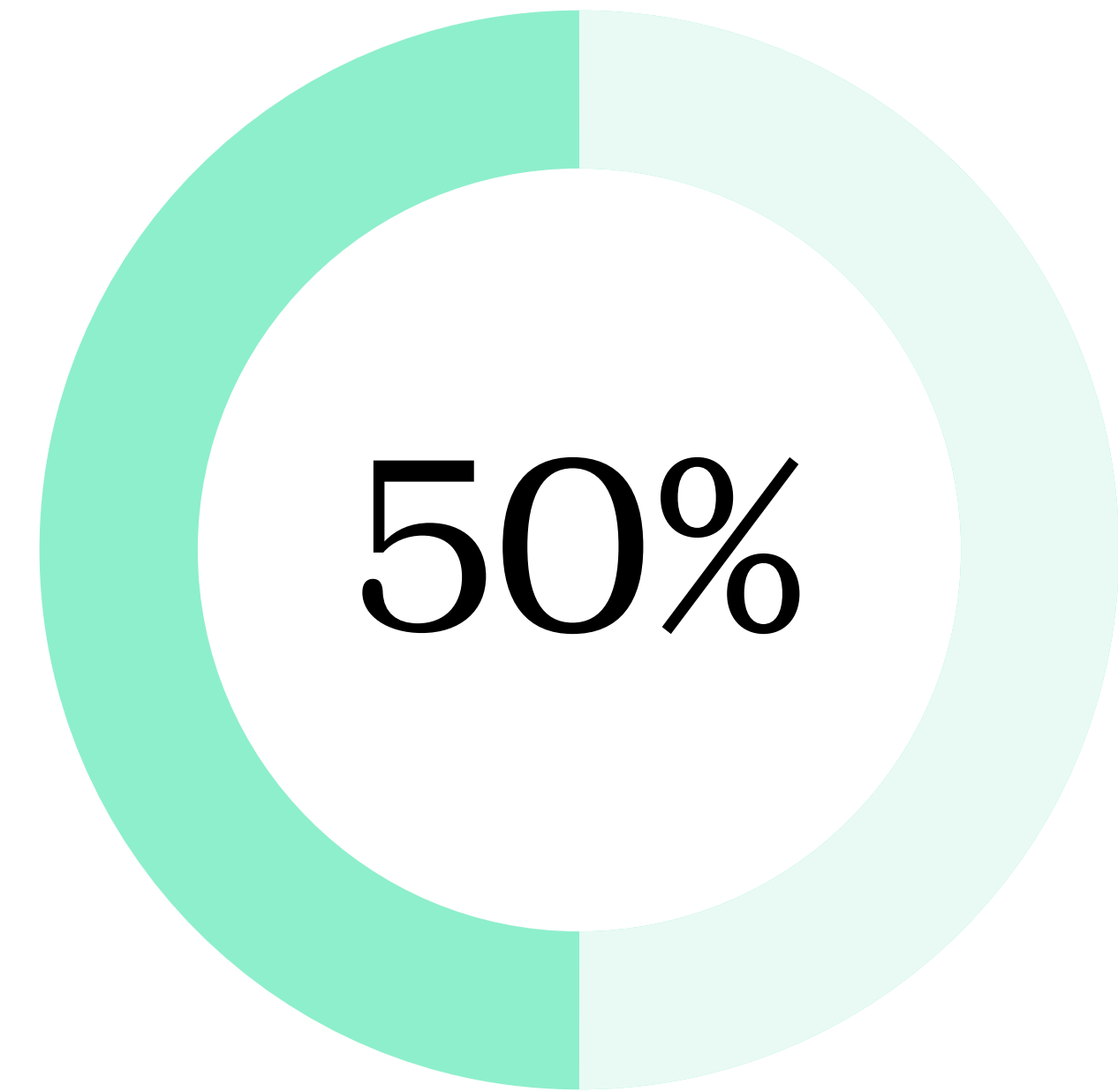
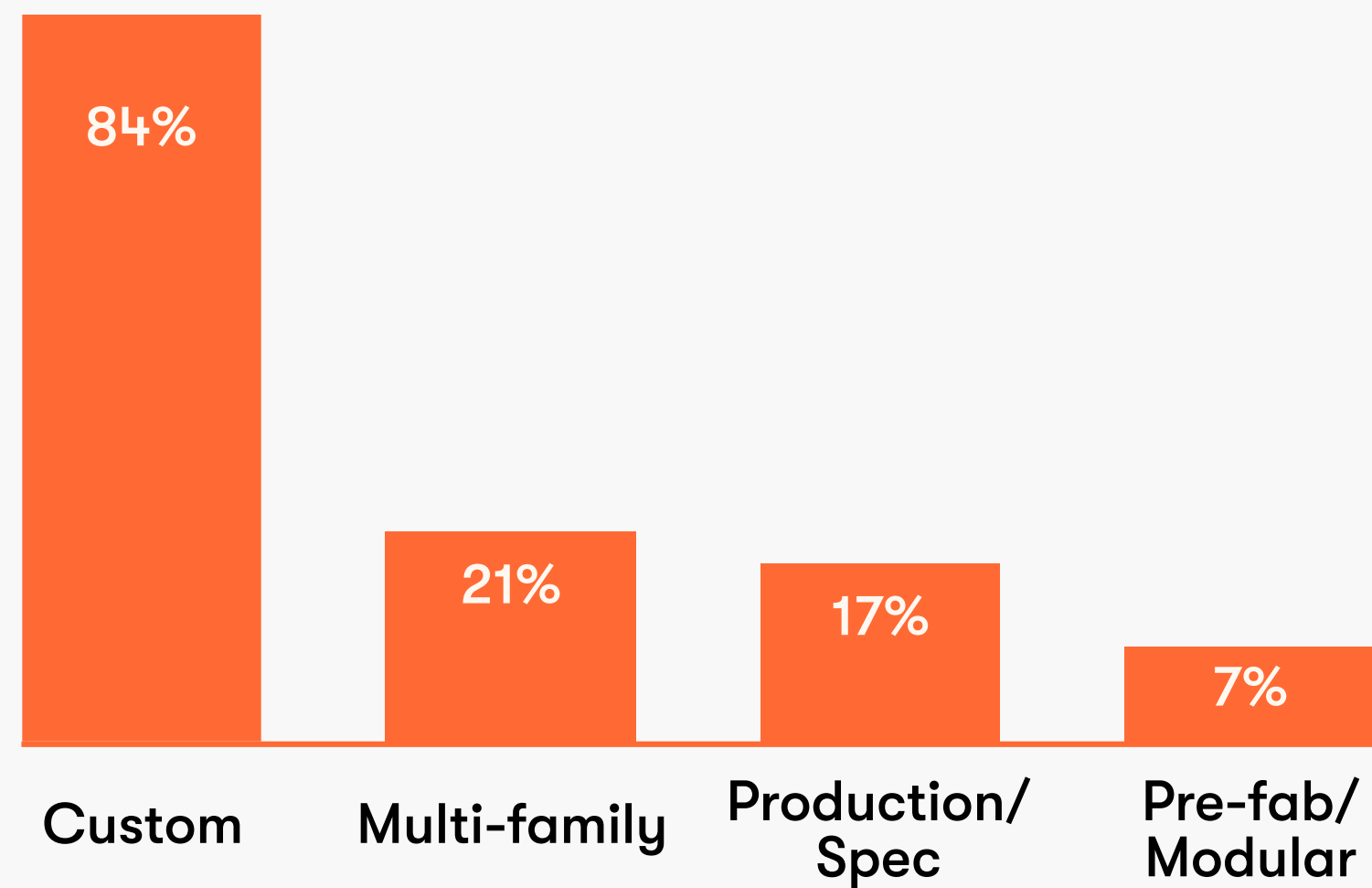
# Which Of The Following Products Did You Purchase Or Specify?



# Type Of Business Activities Performed By Company



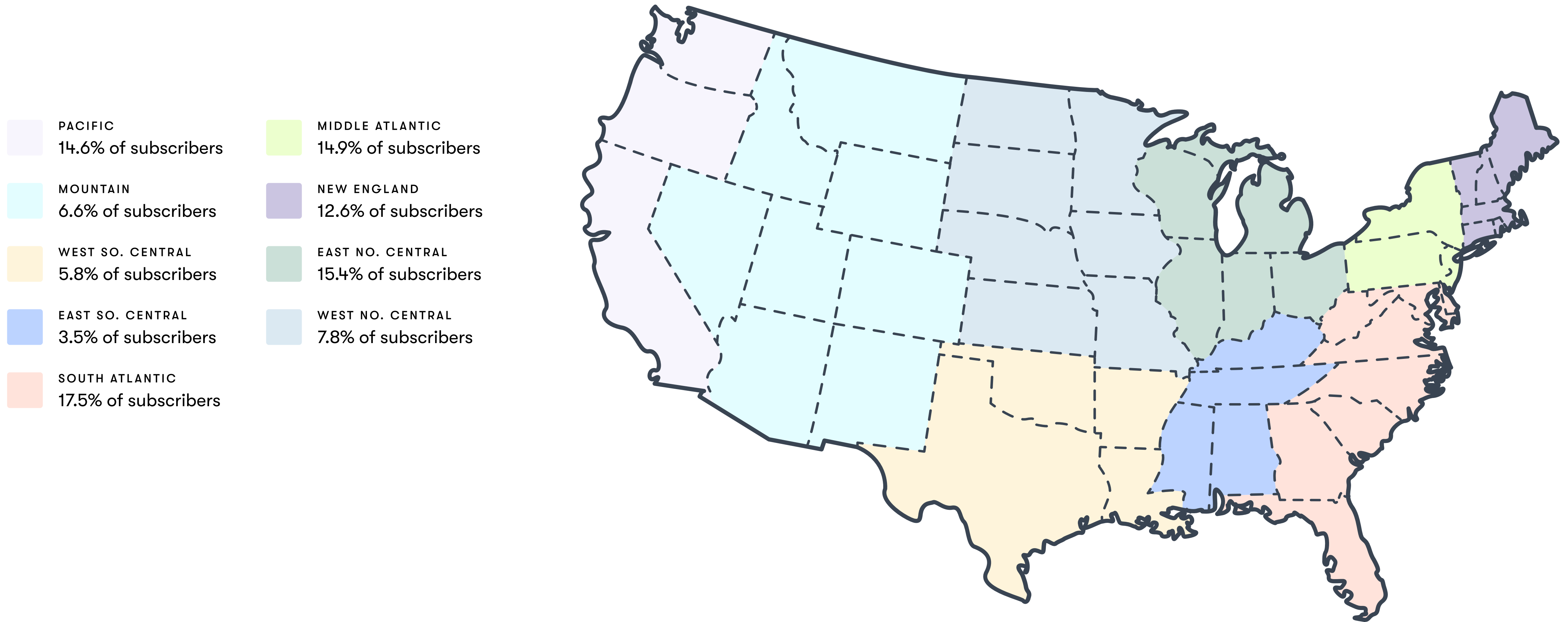
## Which Of The Following Types Of Residential Units Is Your Company Involved With Constructing?



of JLC audience is involved with residential new construction

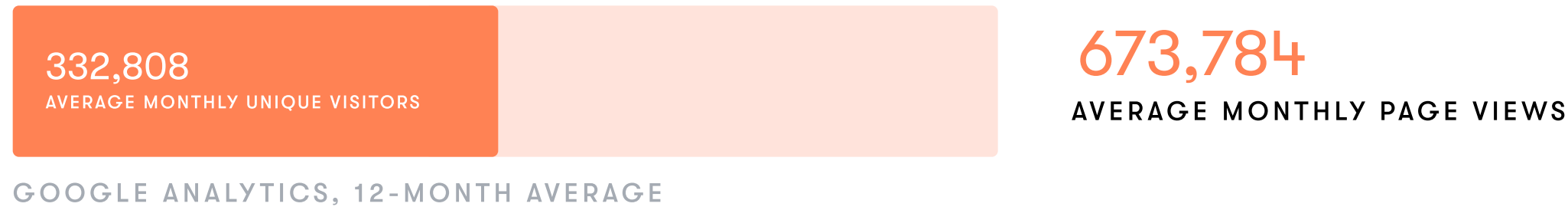
# Engaged subscriber base nationwide

## Geographic Analysis of Magazine Print & Digital Circulation



# 1.4 Million total engagements

## Website



## Magazine



## Events



## Newsletters


167,000


RECIPIENTS PER ISSUE

JOURNAL OF LIGHT CONSTRUCTION NEWSLETTER, WEEKDAYS

## Social

AUGUST 2023

 24,000+

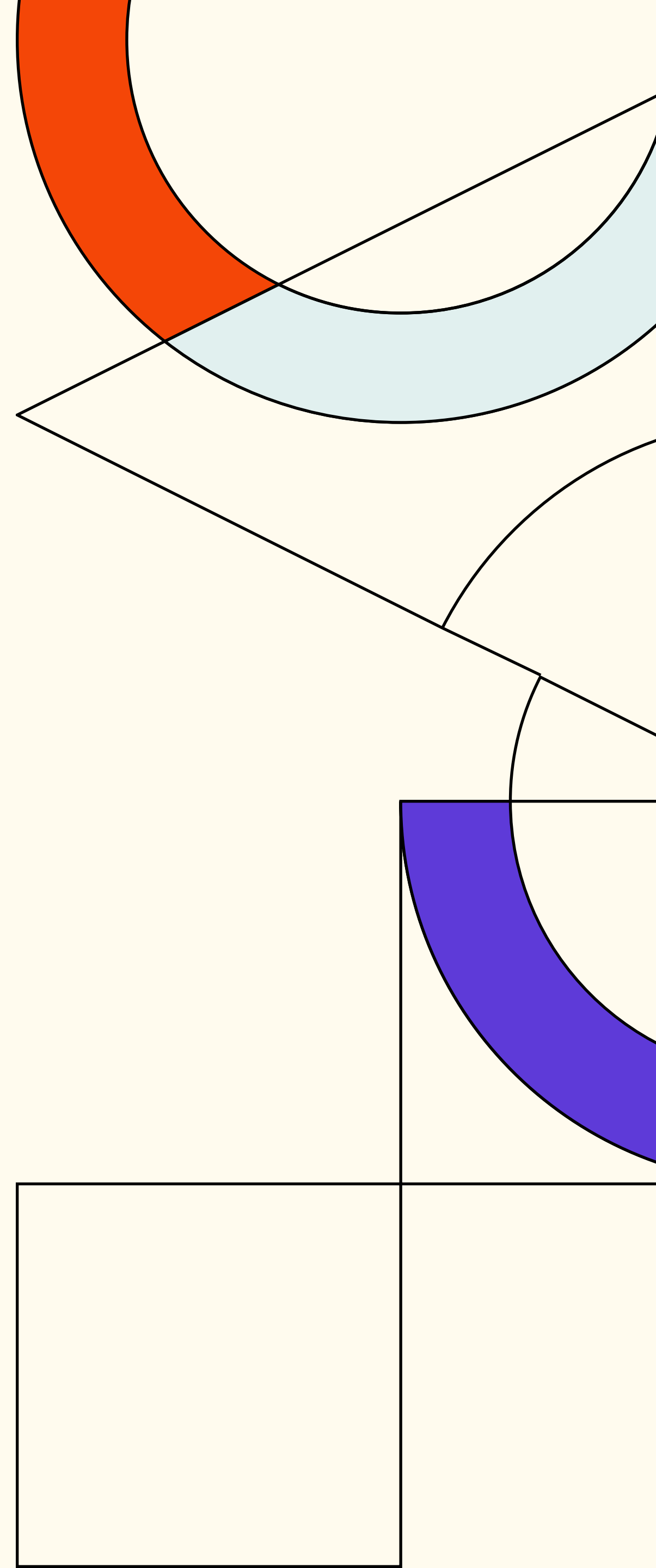
 1,500+

 8,600+



TIMING IS EVERYTHING

# Quarterly Packages





QUARTER 1

# State of the Housing Workforce

Through audience surveys and editorial research, JLC provides an in-depth look at the residential housing workforce and provides practical guidance to construction professionals seeking solutions to the persistent challenges of our industry's under skilled workforce. Boost your Q1 impact with a Market Dominator sponsorship to align your brand with this key industry topic and JLC's actionable insights for professionals addressing these skill gaps. Our prepackaged solutions offer you the best ROI through tailored features designed to meet your unique needs.

Select your preferred package below.

## National Events

IBS/KBIS 2/27 - 2/29

JLC Live 3/21 - 3/23

Type	Solution	Market Dominator	Growth Catalyst	Core Accelerator
		Limit 4 Sponsors Per Quarter	Limit 10 Sponsors Per Quarter	
		INCLUDED	INCLUDED	INCLUDED
High Impact	JLC Brand Use Study Category Sponsorship	-	-	-
	Building Session Sponsorship	1	1	1
	Cost vs. Value Sponsorship	-	-	-
	JLC Workbook & Skills Sponsorship	1	-	-
	Quarterly Thought Leadership Underwriter	1	-	-
Magazine	Full Print Ad	1	1	1
	IBS Issue Full Page "What to Watch for Spotlight" (z,+)	1	1	-
	JLC Issue Full Page "What to Watch for Spotlight" (z,+)	1	1	-
Digital	JLC Newsletter Masthead or Box 1 or Box 2, inventory permitting	1	1	1
	Digital ads on JLC Online (85K impressions/month)	3	1	1
	Cobranded Email Package (10,000 Qty)	2	1	-
Custom/SMS	Native Advertising Piece (z)	2	1	-

z - Denotes Zonda Produced + - Denotes Quarterly Exclusive

QUARTER 2

# Risk Management Report

Owners of small construction firms shoulder enormous risk with every job they take, making custom homebuilding and remodeling a highly vulnerable business sector. JLC will survey professionals around common callbacks and construction mistakes to provide contractors and managers with practical guidance to help them limit their exposure and reduce their liability. JLC’s Q2 Market Dominator sponsorship puts your brand behind the full list of JLC’s most popular features, including the 2024 Cost vs. Value Report and the annual Brand Use Study. Our prepackaged solutions offer you the best ROI through tailored features designed to meet your unique needs.

Select your preferred package below.

Type	Solution	Market Dominator	Growth Catalyst	Core Accelerator
		Limit 4 Sponsors Per Quarter	Limit 10 Sponsors Per Quarter	
		INCLUDED	INCLUDED	INCLUDED
High Impact	JLC Brand Use Study Category Sponsorship	1	-	-
	Building Session Sponsorship	1	1	1
	Cost vs. Value Sponsorship	1	1	-
	JLC Workbook & Skills Sponsorship	1	-	-
	Quarterly Thought Leadership Underwriter	1	-	-
Magazine	Full Print Ad	1	1	1
	IBS Issue Full Page “What to Watch for Spotlight” (z,+)	-	-	-
	JLC Issue Full Page “What to Watch for Spotlight” (z,+)	-	-	-
Digital	JLC Newsletter Masthead or Box 1 or Box 2, inventory permitting	1	1	1
	Digital ads on JLC Online (85K impressions/month)	2	2	1
	Cobranded Email Package (10,000 Qty)	1	1	-
Custom/SMS	Native Advertising Piece (z)	2	1	-

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QUARTER 3

# Technology Trends

Adjustments to disruption in recent years have ushered in a new era of increased scrutiny and technological transformation of the built environment. Through audience surveys and editorial research, JLC will explore the increased demand for new building components, innovative materials and technological solutions that are changing the way we design, build, and sell housing. JLC’s Q3 sponsorship opportunities help your brand join the conversation in an environment that trade professionals know and trust. Our prepackaged solutions offer you the best ROI through tailored features designed to meet your unique needs.

Select your preferred package below.

Type	Solution	Market Dominator	Growth Catalyst	Core Accelerator
		Limit 4 Sponsors Per Quarter	Limit 10 Sponsors Per Quarter	
		INCLUDED	INCLUDED	INCLUDED
High Impact	JLC Brand Use Study Category Sponsorship	-	-	-
	Building Session Sponsorship	1	1	1
	Cost vs. Value Sponsorship	-	-	-
	JLC Workbook & Skills Sponsorship	1	-	-
	Quarterly Thought Leadership Underwriter	1	-	-
Magazine	Full Print Ad	1	1	1
	IBS Issue Full Page “What to Watch for Spotlight” (z,+)	-	-	-
	JLC Issue Full Page “What to Watch for Spotlight” (z,+)	-	-	-
Digital	JLC Newsletter Masthead or Box 1 or Box 2, inventory permitting	1	1	1
	Digital ads on JLC Online (85K impressions/month)	3	1	1
	Cobranded Email Package (10,000 Qty)	2	1	-
Custom/SMS	Native Advertising Piece (z)	2	1	-

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QUARTER 4

# High-Performance Building Enclosures

The building assemblies that separate outdoor and indoor environments are crucial to the long-term performance of the building and the health and safety of its occupants. JLC will provide focused coverage in a practical guide to state-of-the-art enclosure designs and strategies. Maximize your Q4 impact with a strategic campaign around this key building science topic. Our prepackaged solutions offer you the best ROI through tailored features designed to meet your unique needs.

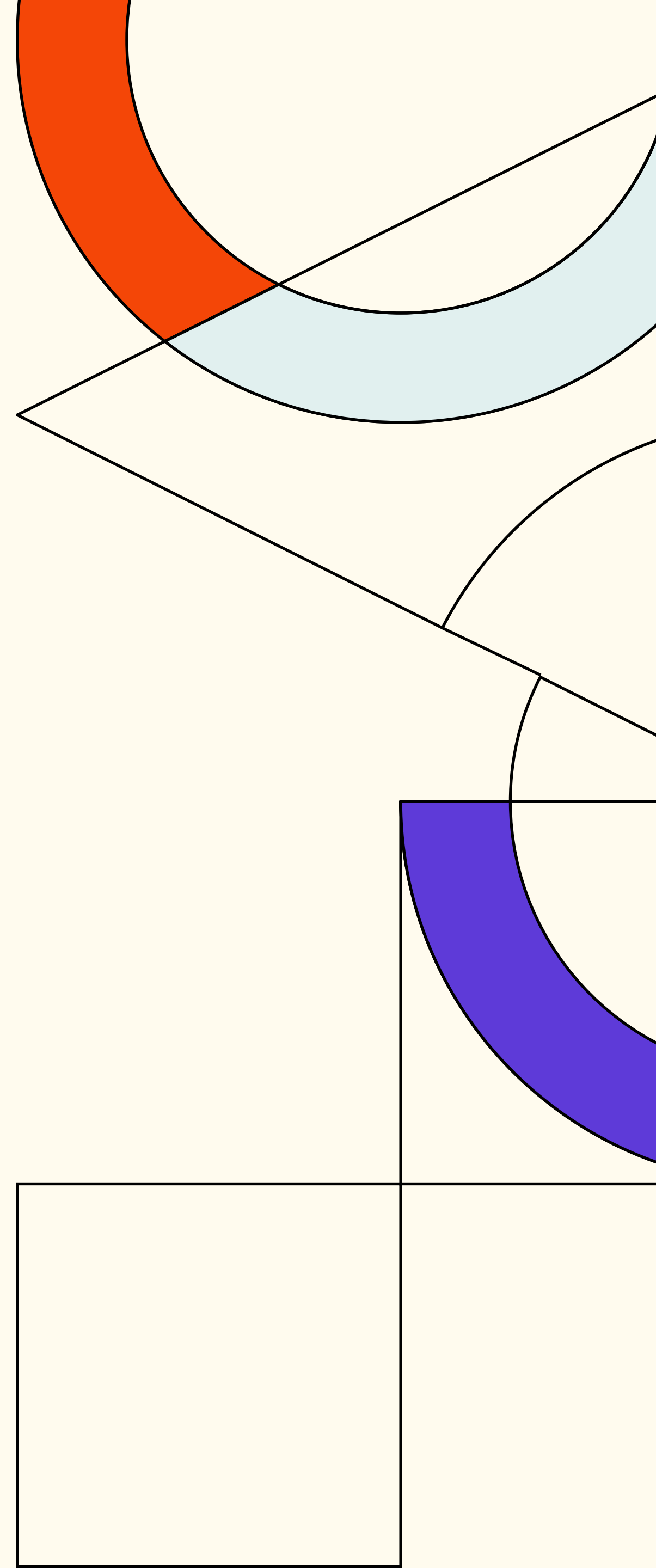
Select your preferred package below.

Type	Solution	Market Dominator	Growth Catalyst	Core Accelerator
		Limit 4 Sponsors Per Quarter	Limit 10 Sponsors Per Quarter	
		INCLUDED	INCLUDED	INCLUDED
High Impact	JLC Brand Use Study Category Sponsorship	-	-	-
	Building Session Sponsorship	1	1	1
	Cost vs. Value Sponsorship	-	-	-
	JLC Workbook & Skills Sponsorship	1	-	-
	Quarterly Thought Leadership Underwriter	1	-	-
Magazine	Full Print Ad	1	1	1
	IBS Issue Full Page “What to Watch for Spotlight” (z,+)	-	-	-
	JLC Issue Full Page “What to Watch for Spotlight” (z,+)	-	-	-
Digital	JLC Newsletter Masthead or Box 1 or Box 2, inventory permitting	1	1	1
	Digital ads on JLC Online (85K impressions/month)	3	1	1
	Cobranded Email Package (10,000 Qty)	2	1	-
Custom/SMS	Native Advertising Piece (z)	2	1	-

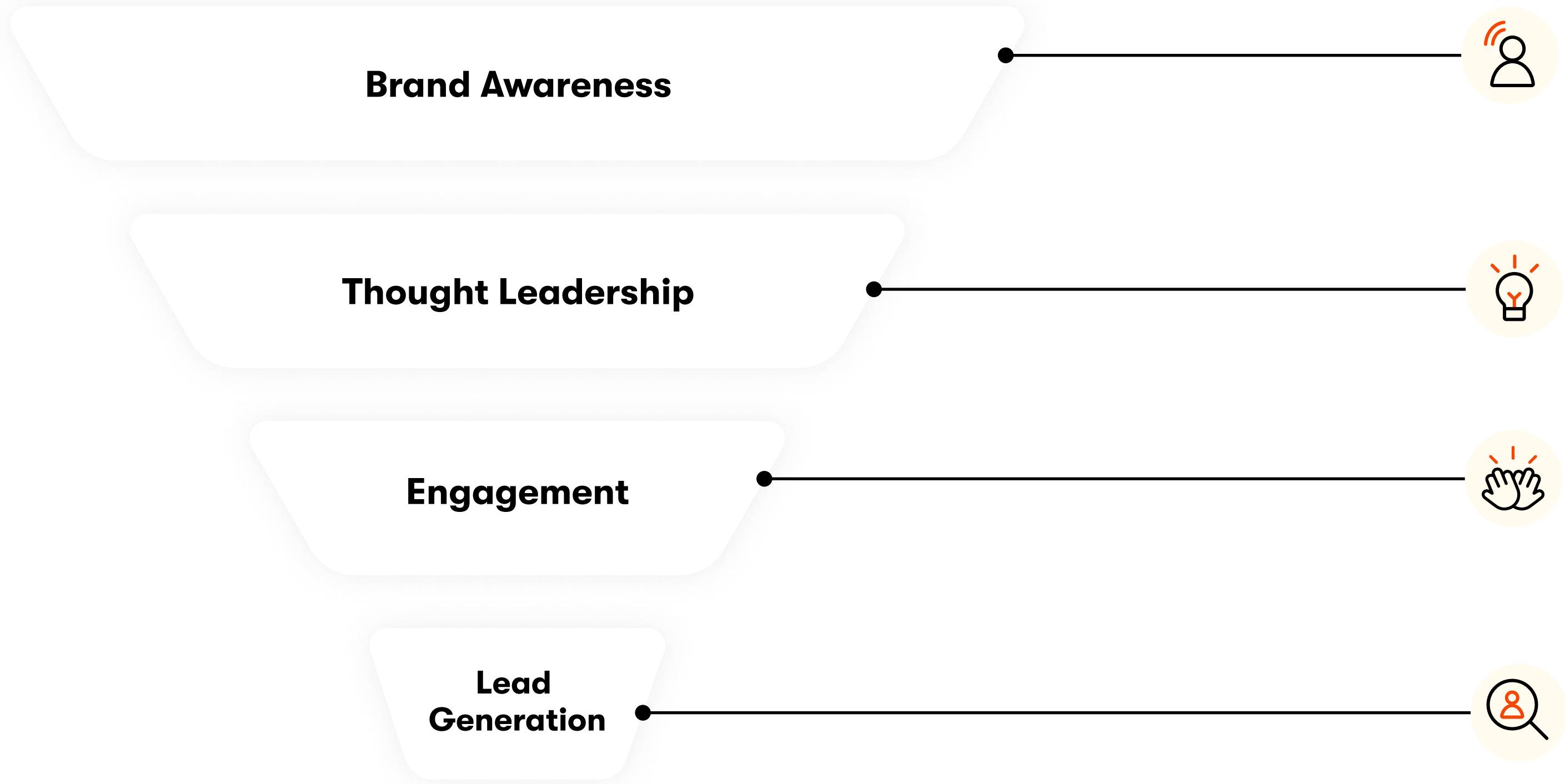
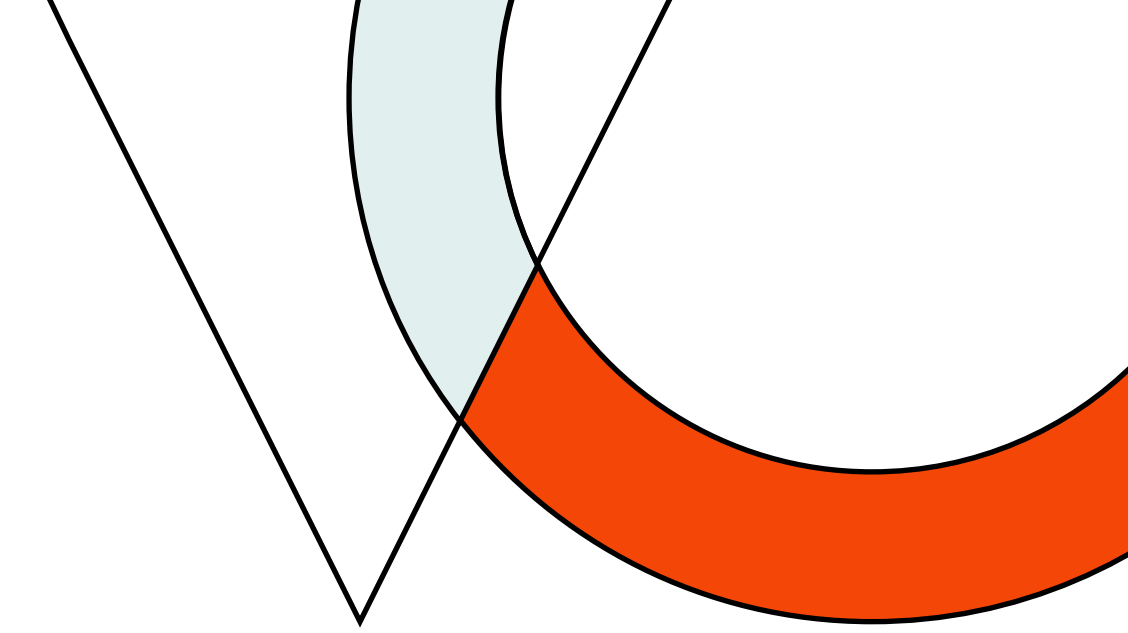
z - Denotes Zonda Produced + - Denotes Quarterly Exclusive



# Solutions



# A platform to achieve your goals across the sales cycle



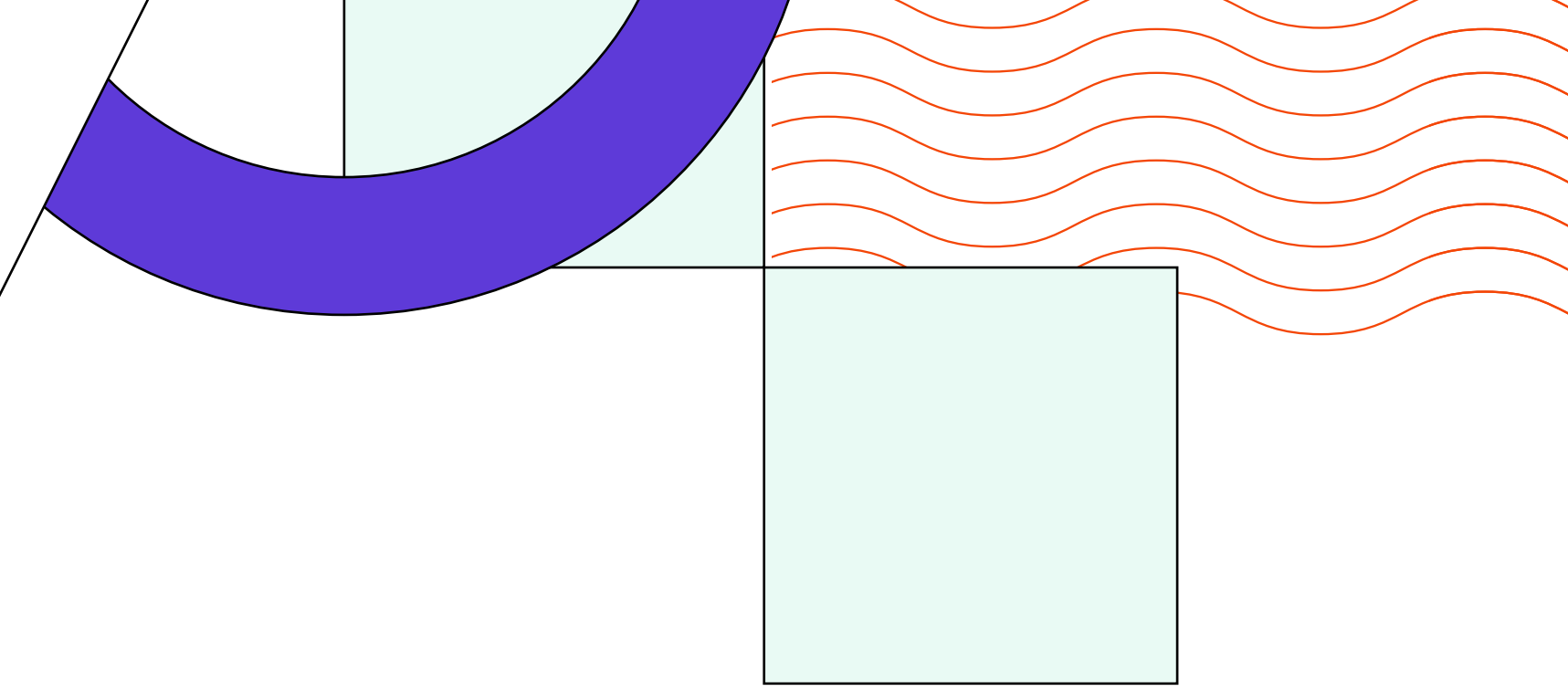
Amplify your brand and messaging through a variety of digital and print strategies including newsletters, native advertising, event sponsorship, sponsored editorial and more.

Build trust in your brand with effective content marketing, podcasts, and more.

Engage with our audience at a variety of live and virtual events and through interactive solutions driven by our strategic marketing services team.

Gain high quality leads in the Builder space with custom events, gated content, webinar sponsors, and more.

# Reach your audience using a variety of channels and products



1

**Magazine**

2

**Website**

3

**Email**

4

**Building Sessions**

5

**Cost vs. Value**

6

**Sponsored Media**

7

**Strategic Marketing**

8

**Advisory Services**



# Advertise in JLC Magazine

JLC Magazine is the most trusted publication by leaders across the residential and light construction industry. With over **25,000 print subscribers** and **11,000 digital subscribers**, JLC's pro-grade, detailed, and step-by-step instructions make it the leading training destination for the industry.

Our publication consistently delivers high-quality content, reaching a dynamic audience of builders, remodelers and general contractors intent on improving their craftsmanship, processes and businesses. Seize the opportunity to showcase your brand to this influential readership.

## Why JLC?

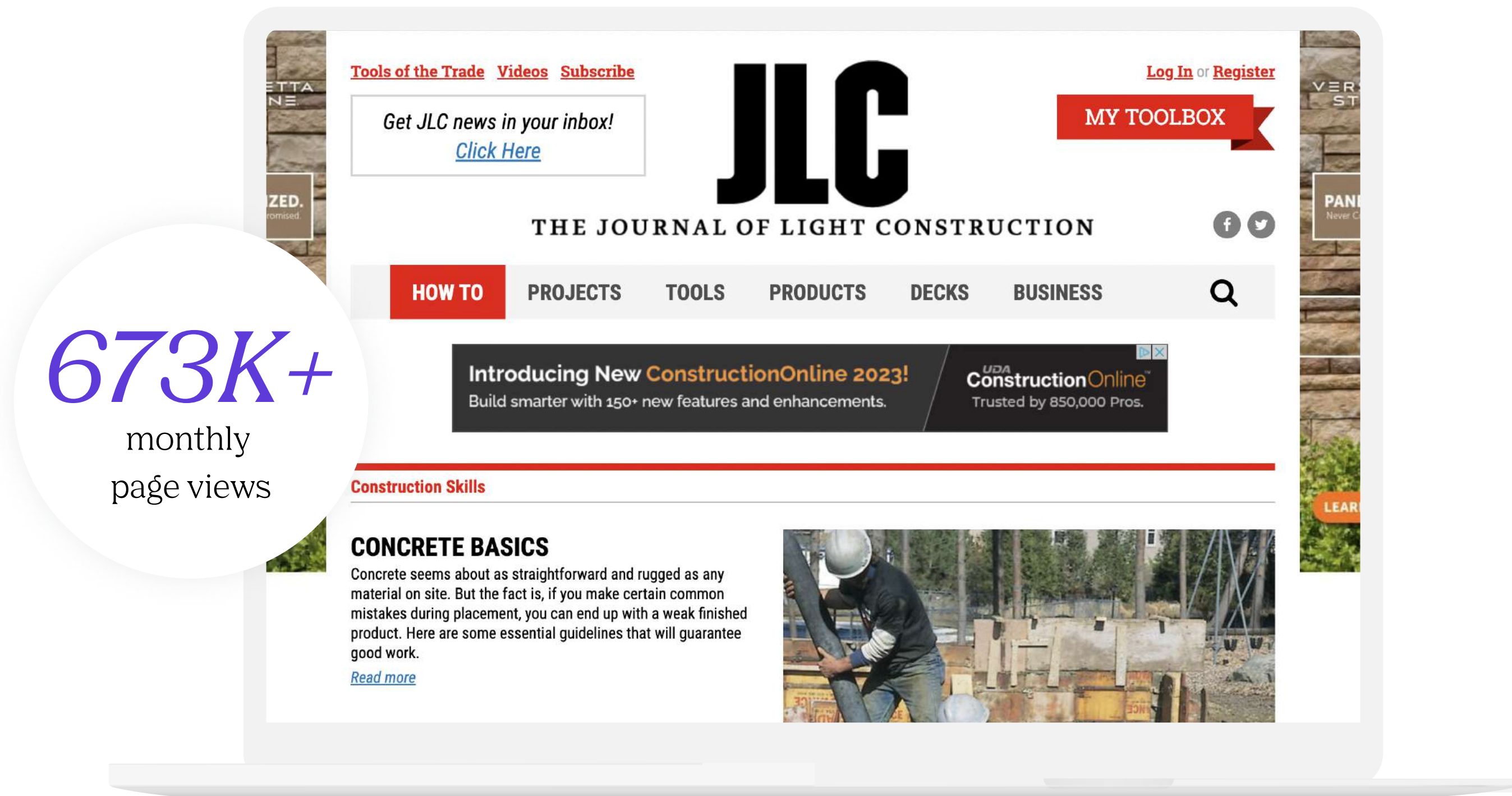
- **Access** to the industry's most notable and influential figures.
- **Insight** columns by industry experts.
- **Influential** content read by residential and light-commercial professionals.

**Frequency:** 6 issues per year



36K+  
Subscribers





673K+  
monthly  
page views



# Advertise on JLConline.com

JLConline.com is where to get your building performance news. Get your brand in front of leaders who trust quality editorial powered by Zonda's data. Select from a variety of ad placements to get your brand in front of more than **332,000 unique visitors** per month.

## Key Reports/Digital Announcements

JLC Brand Use Study

Cost vs. Value



# Journal of Light Construction Newsletter

Get your brand in front of a highly engaged audience of **167,000 subscribers** who rely on the JLC newsletter to keep them informed on all the latest trends and insights in new residential construction.

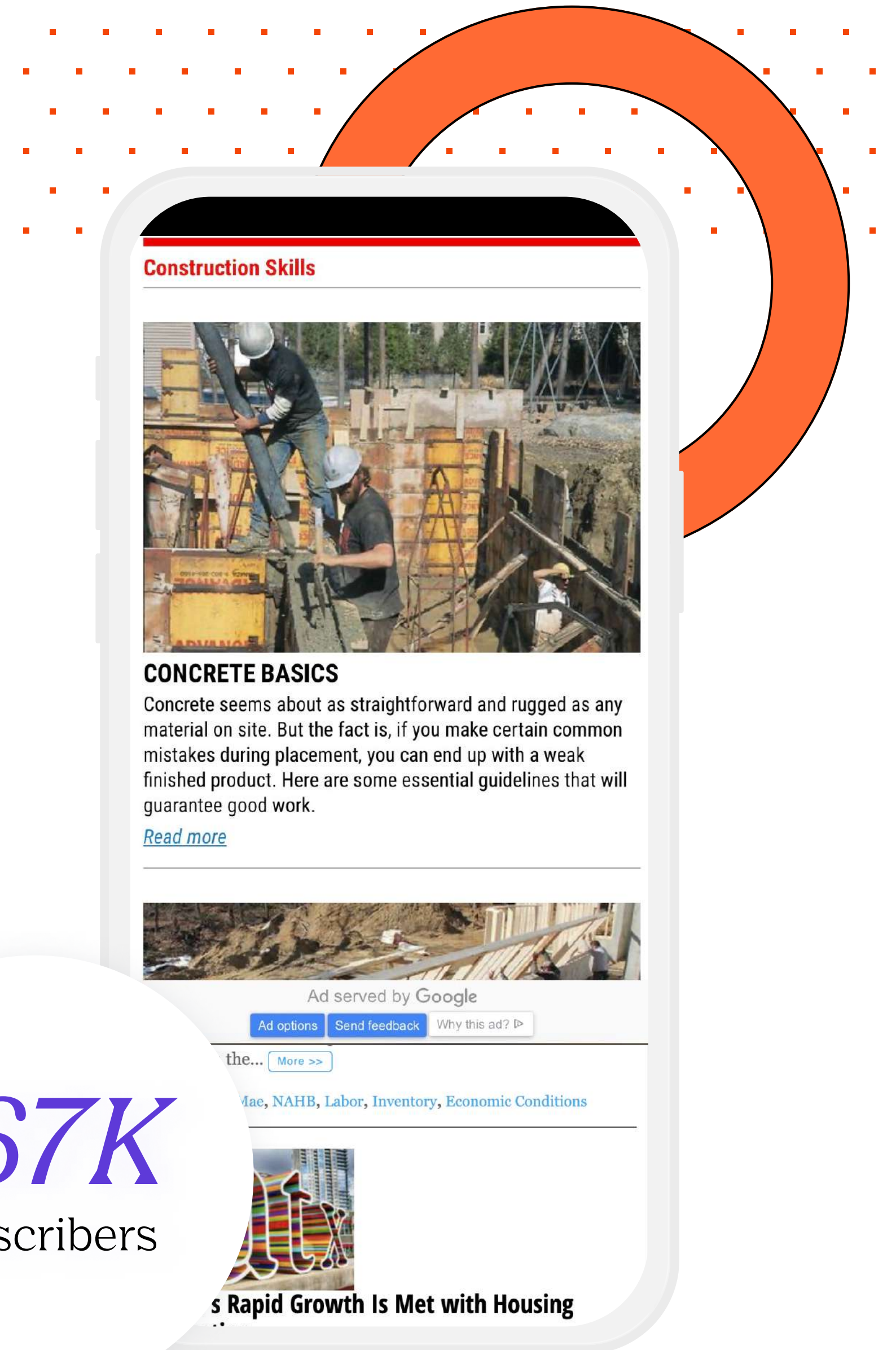
## Why JLC Newsletter?

Get directly in the inbox of residential and light construction professionals who trust the weekly JLC newsletter for the top headlines from JLCOnline.com

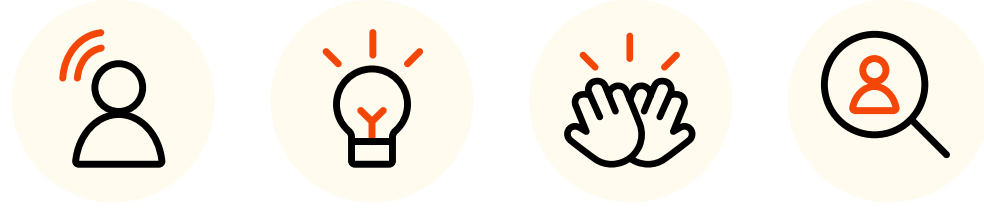
**Frequency:** ~4 issues per month (Sunday)

## Additional Email Opportunities:

Maximize your brand's exposure by leveraging our exclusive co-branded emails targeted to reach your valued audience segments.



**167K**  
subscribers



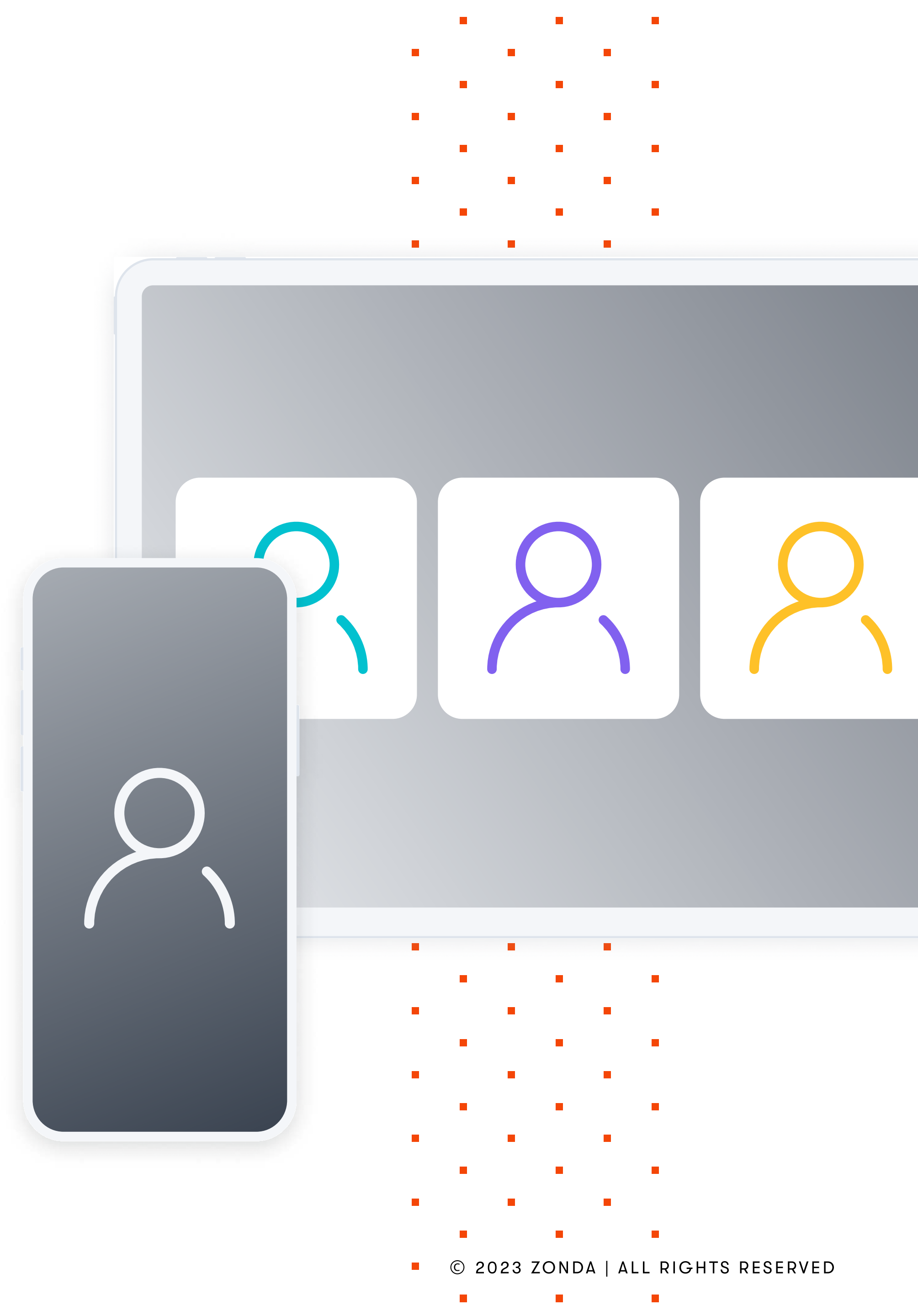
# Building Sessions

The JLC editorial staff hosts regular virtual video interview or panel programs featuring the top minds in building, contracting, and remodeling. Align your brand with key design topics and issues covered by JLC.

Sponsoring underwriters are invited to collaborate on program themes and a representative sponsor subject matter expert may participate in the discussion.

- Underwrite an original, 30 minute virtual video interview or panel discussion hosted by JLC editorial staff.
- Collaborate on episode theme for optimizing thought leadership alignment.
- Subject matter expert may participate in the discussion.
- Episode hosted on the JLC website with “underwritten by” sponsor recognition in episode abstract, in-episode introduction and conclusion, and on episode registration page.
- Zonda to produce and run all promotion targeting guaranteed 200 leads per episode.

*\*The Building Session is a recorded program available on-demand to JLC readers.*



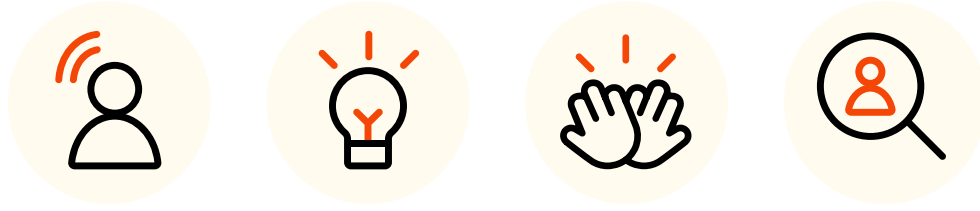


# Cost vs. Value

Zonda's Cost vs. Value report is the perfect opportunity to capture leads at scale, drive awareness through brand alignment with proprietary market data, and supplement your own marketing materials with third-party data reflecting the value of remodeling projects.

- Published for nearly four decades, Zonda's Cost vs. Value report compares construction cost with projected resale value for popular home improvement projects in 150 U.S. markets.
- Using a proprietary data model that considers trends by market, combined with local economic influences on remodeling, home sales, new residential construction, employment, and income, Zonda's 2023 Cost vs. Value report breaks down estimates of costs, value, and payback (costs recouped) for each type of project by market.
- The report is promoted to Zonda audiences through its network of remodeling and consumer brand websites and social media channels, yielding tens of thousands of leads annually.

COST <sup>VS</sup> VALUE 2023



# Sponsored Media

Zonda hosts a variety of data driven webinars, podcasts, and skills assessments followed by the leading builders in the industry. Position your brand as an integral part of the homebuilding conversation.

## Housing Market Webinars (Outlook)

led by Zonda Advisory

Connect with your targeted audience through exclusive webinars featuring our leading advisors.



Topics covered by our leading advisors include: Quarterly Forecasts, Building Products, Multi-family, Mortgage, Housing and Product Trends



Audience varies based on your preferred targeted reach such as business developers, mortgage, building product manufacturers, banking, and finance.

## Inspirational Leadership Podcast

hosted by Mollie Carmichael

Engage professional audiences through a multimedia content-marketing solution embedded in a trusted editorial environment.



Monthly podcast led by housing expert Mollie Carmichael, featuring insightful personal conversations with key thought leaders in the housing industry.



Exclusively c-suite homebuilders and developers, top senior level executives in the homebuilding space

## Workbook and Skills Challenge

led by JLC Editorial Staff

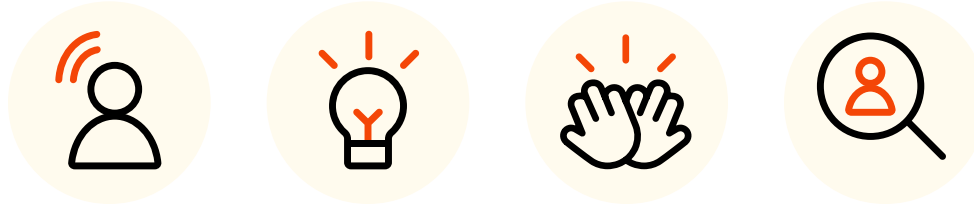
Reach your targeted audience through an industry-leading training destination in the residential workforce.



Workbook providing training tools around a key topic, beginning with a challenge to gauge a user's knowledge with answers that link to resources to help fill in missing knowledge.



Light construction professionals in the residential workforce aiming to refine their expertise.



# Tailored Marketing Solutions

Amplify your messaging and thought leadership with Zonda's customized content marketing solutions designed to suit your unique goals, gaps, and budget. We have a proven track record leveraging media, data, and advisory services to create successful marketing practices.

## Dedicated focus:

Each year, we help hundreds of client brands that operate within the building industries.

## Trusted partner:

We have directly served the housing and R&R communities, as well as **helped industry leading brands - for over 40 years.**

## Unique talents:

In addition to writers, designers, and project managers, we have a team of strategists, researchers, and data specialists working together to redefine the role of your marketing partner.

From content creation to leveraging insights to drive future efforts, our custom marketing solutions are designed to support you at every stage of the process.

## Strategy

- Audience research
- Competitive analysis
- Content audits and strategy

## Planning

- Digital and social media planning
- Communication plans
- Messaging platforms and brand launches

## Execution

- Custom ad creative
- Multi-channel marketing solutions
- Lead gen and nurturing strategies

## Assessment

- Evaluate performance against KPIs using a test-learn-evolve model
- Apply insights to drive future efforts

# Tailored Marketing Solutions

Build a targeted package that aligns with every stage of the buyer's journey.



Brand Awareness



Thought Leadership



Engagement



Lead Generation

## Magazine

Subscribers: 25K+ Print, 11K+ Digital

## Website

332K+ Unique visitors

## Newsletters

167K+ Subscribers

## Inspirational Leadership Podcast

205K+ Potential reach

## Native Intel

300-500 Word article - cross platforms

## Cobrands

Targeted emails - 100% share of voice

## Cost vs. Value

25K+ Leads

## Demand Gen

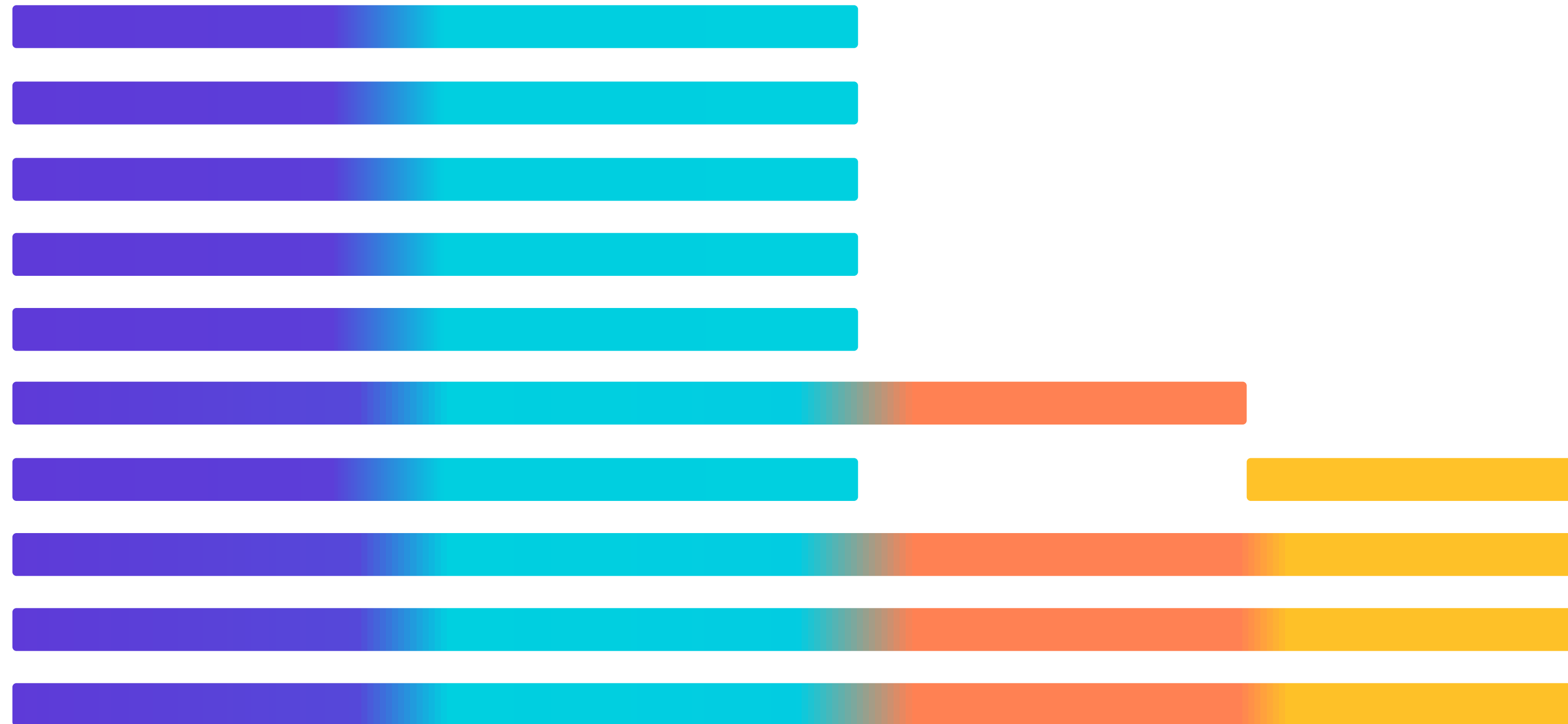
Qualified leads

## Building Sessions

200 leads per session

## Workbook and Skills Challenge

Targeted leads and branding



# Product Bundles

Position your brand at the forefront of the most highly requested reports in the industry.

Pro Deck Builder Package	Premier	Core
Workbook/Skills Sponsor	1	-
1 Full Page Pro Deck Builder Issues <small>167K+ Subscribers; 4 issues/month (Sunday)</small>	4	4
JLC Weekly Newsletter Masthead or Box 1	4	2
Cobranded email to JLC subscribers	<b>15,000 recipients</b>	<b>10,000 recipients</b>

Limit 5 sponsors per year

Building Sessions Package	Premier	Core
Building Sessions	1	1
Native w/ Zonda Provided Content	2	-
Full Page JLC Issues	6	6
JLC Weekly Newsletter Masthead or Box 1	4	4
Cobranded email to JLC subscribers	<b>15,000 recipients</b>	<b>10,000 recipients</b>

Limit 5 sponsors per year

Cost vs. Value Package	Premier	Core
CvW Category Sponsor	1	1
1 Full Page of JLC Issues	6	4
JLC Weekly Newsletter Masthead or Box 1	4	4
Cobranded email to JLC subscribers	<b>15,000 recipients</b>	<b>10,000 recipients</b>

Limit 5 sponsors per year

Quarterly Thought Leadership Underwriter	Premier
Editorial Underwriting Sponsorship	1
Building Sessions	1
Native w/ Zonda Provided Content	1

\*HTML is created and provided by Zonda



# Custom Advisory Solutions

Stay ahead with Zonda Advisory's team of experts.

We're the **#1** provider of data-driven insights powering the future of housing. Zonda Advisory combines experienced real estate and technology advisors with leading data to provide our clients with a clear perspective and a strategic path forward.

Our team of experts works closely with our clients to customize strategies and solutions that align with their specific needs. Advisors leverage Zonda's proprietary tools and real-time data to give our clients a distinct advantage.

## Our expertise

Our multi-disciplinary team covers the entire spectrum of real estate product type:

- Master planned communities
- Multifamily
- Residential for sale
- Resort & international
- Commercial
- Community & product insights
- Build to rent
- Building products

30+

average years of housing industry experience

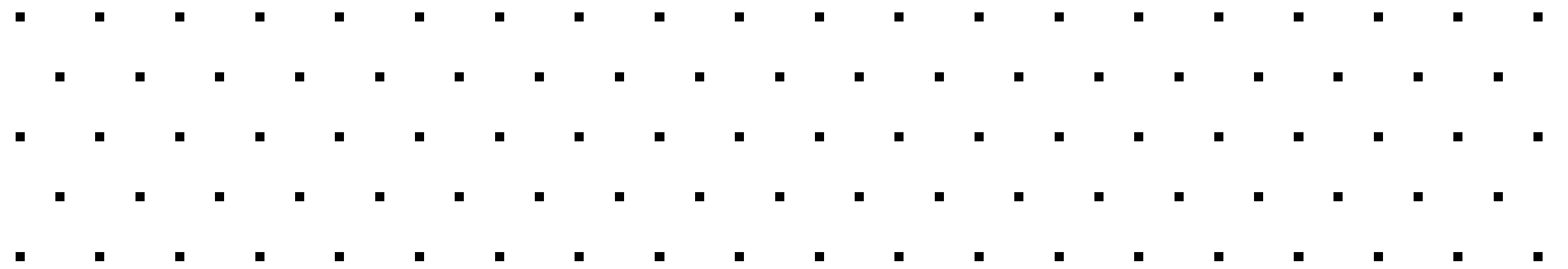
2000+

total annual engagements

40+

expert advisors

# Content Calendar



	Theme	Deadlines
<p><b>January/February</b> Framing &amp; Structure</p>	<p>From concrete and masonry foundations to framing with wood, steel and panels, JLC provides the engineering, insights, and practical knowledge that builders and remodelers need to accurately and efficiently build sound structures.</p> <p><b>Bonus Print Distribution:</b> IBS</p>	<p>Print close date: 11/28/23 Ad materials due: 12/01/23</p>
<p><b>March/April</b> Building Performance</p>	<p>Energy-efficiency, comfort and durability are the three-legged stool that defines building performance. JLC provides the insight needed to ensure all three legs are accounted for in the design and implementation of high-end, high-performance homes.</p> <p><b>Pro Deck Builder Issue   Awards/Reports:</b> Cost Vs Value   <b>Bonus Print Distribution:</b> JLC Live</p>	<p>Print close date: 01/30/24 Ad materials due: 02/02/24</p>
<p><b>May/June</b> Exteriors</p>	<p>Roofing, siding and exterior trim must work in concert with underlayments, water-resistive barriers, flashings, and drainage details to fend off water and ensure an elegant exterior remains durable over the long term. JLC provides the technical and design knowledge for builders and remodelers to succeed.</p> <p><b>Pro Deck Builder Issue</b></p>	<p>Print close date: 04/01/24 Ad materials due: 04/03/24</p>
<p><b>July/August</b> Interiors</p>	<p>Focusing on wall and ceiling finishes, flooring choices, mechanicals, lighting, smart environmental controls to the IoT (Internet of Things), JLC guides builders and remodelers on managing the wide range of systems needed to maintain the safety, beauty and comfort of indoor environments.</p> <p><b>Pro Deck Builder Issue   Awards/Reports:</b> JLC Brand Use Study</p>	<p>Print close date: 06/03/24 Ad materials due: 06/05/24</p>
<p><b>September/ October</b> Kitchen &amp; Bath</p>	<p>Kitchens and baths serve as the heart and essence of home. To help them succeed at producing elegant and functional kitchens and bath, JLC unpacks the myriad of products, materials and details builders and remodelers need.</p> <p><b>Pro Deck Builder Issue</b></p>	<p>Print close date: 08/01/24 Ad materials due: 08/05/24</p>
<p><b>November/December</b> Tools &amp; Technology</p>	<p>JLC takes a hands-on, in-depth look at the new tools and technologies builders and remodelers use to speed production and increase efficiency in the build process.</p>	<p>Print close date: 10/01/24 Ad materials due: 10/03/24</p>



Building the future  
of housing™