



# ProSales<sub>by JLC</sub> 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.



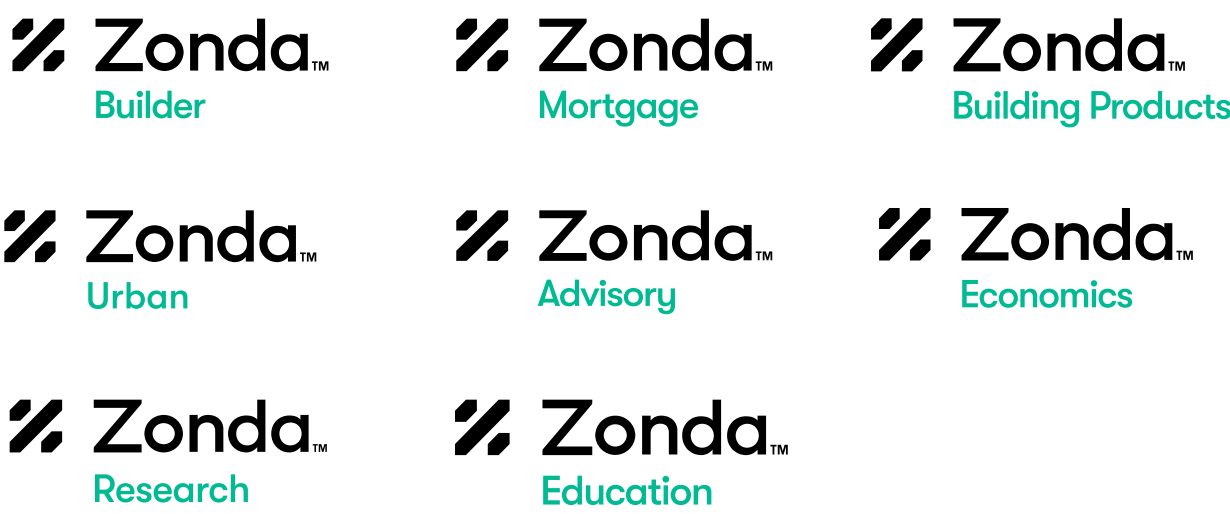
## Engagement

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.





















# Zonda Media’s JLC Group

Specializing in **strategic media solutions** that addresses unique, and highly influential audiences within the residential construction industry by focusing on key subsectors:

- custom-home market
- the home remodeling industry in all its incarnations (full-service, design-build, and replacement)
- the building material supply-chain

**The JLC Group** rounds-out and completes Zonda's **embrace of the residential construction industry**.



The JLC Group addresses the concerns of more than *60% of the nearly \$900 billion-dollar residential construction industry.*

## Better Segmentation

This larger segment is vastly more diverse and harder to embrace than the new construction segment, owing to a much greater number of players, each representing a fraction of the buying potential, compared with new construction developers in the multifamily and single-family markets.

## Customized Media Strategy

While collectively the custom home, remodeling and building materials markets not only represent a majority share of the overall market, they are a diverse, fragmented collection of firms that are not organized under any dominant association. Appealing to this collective audience necessarily requires the highly customized media strategy that the JLC Group provides.

# ProSales by JLC

Prosales is the authoritative source of news, information, and expertise for pro-oriented building supply dealers and distributors in the U.S. Prosales reaches a unique audience of building material dealers and distributors who turn to the website and newsletter year-round for product information, industry news, operations advice, and in-depth features on business practices and market issues.

30+

Years serving the  
homebuilding industry

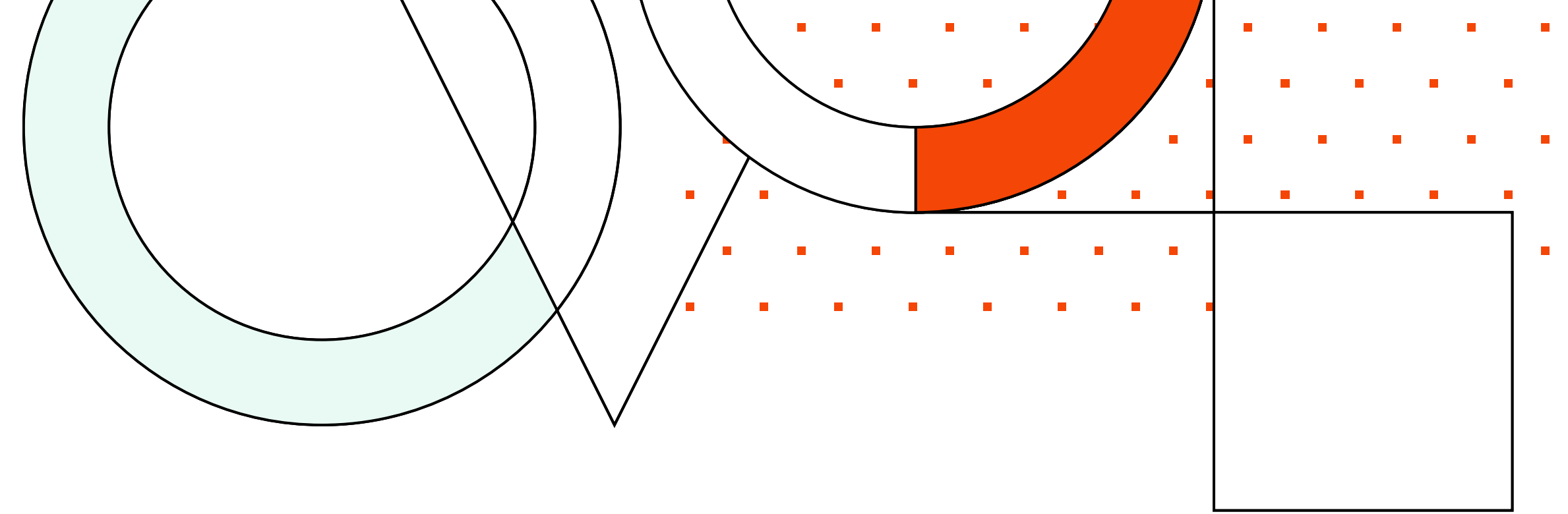
179K

Total engagements

34K+

Total reach

*The authoritative  
source of news,  
information, and  
expertise for pro-  
oriented building  
supply dealers and  
distributors in the  
U.S*



# 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**

ProSales' 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

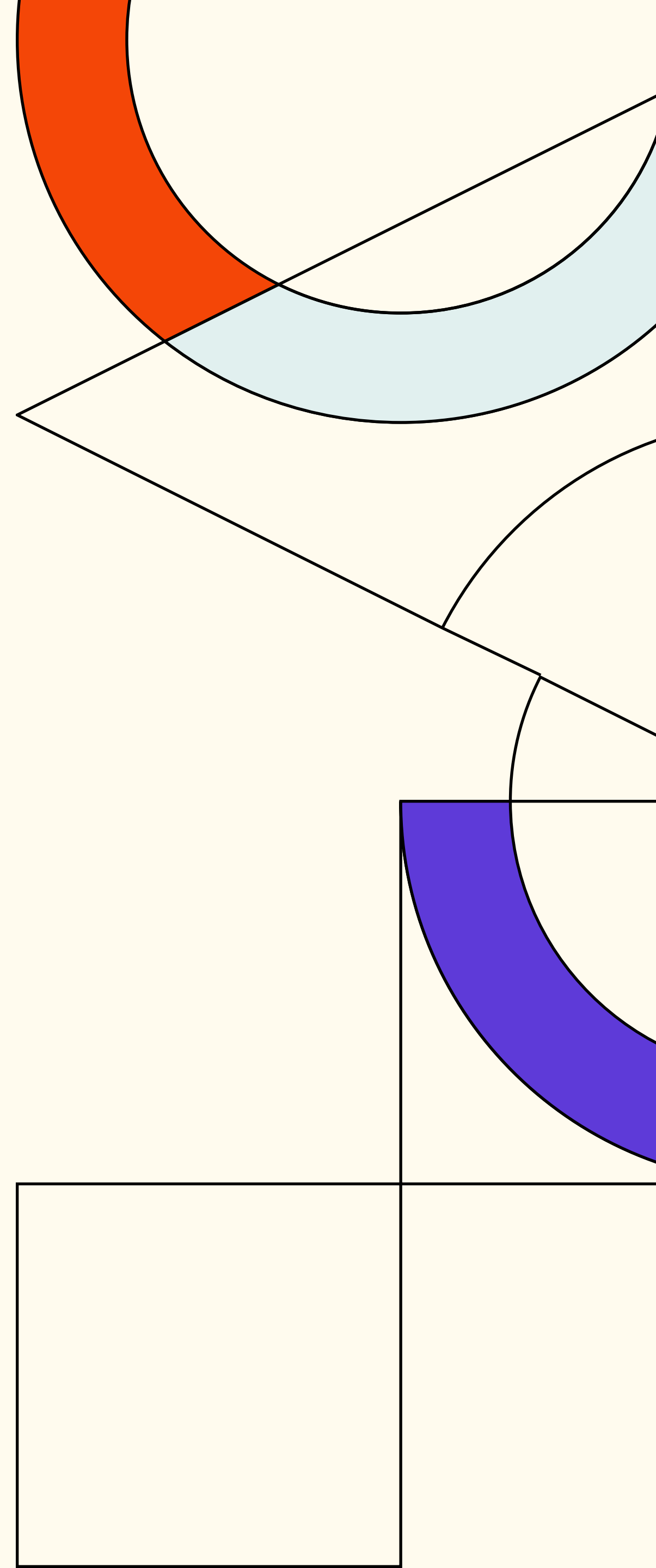


**Mollie Carmichael**  
Community and Product Insights  
Principal Zonda Advisory

**ProSales** *by* JLC

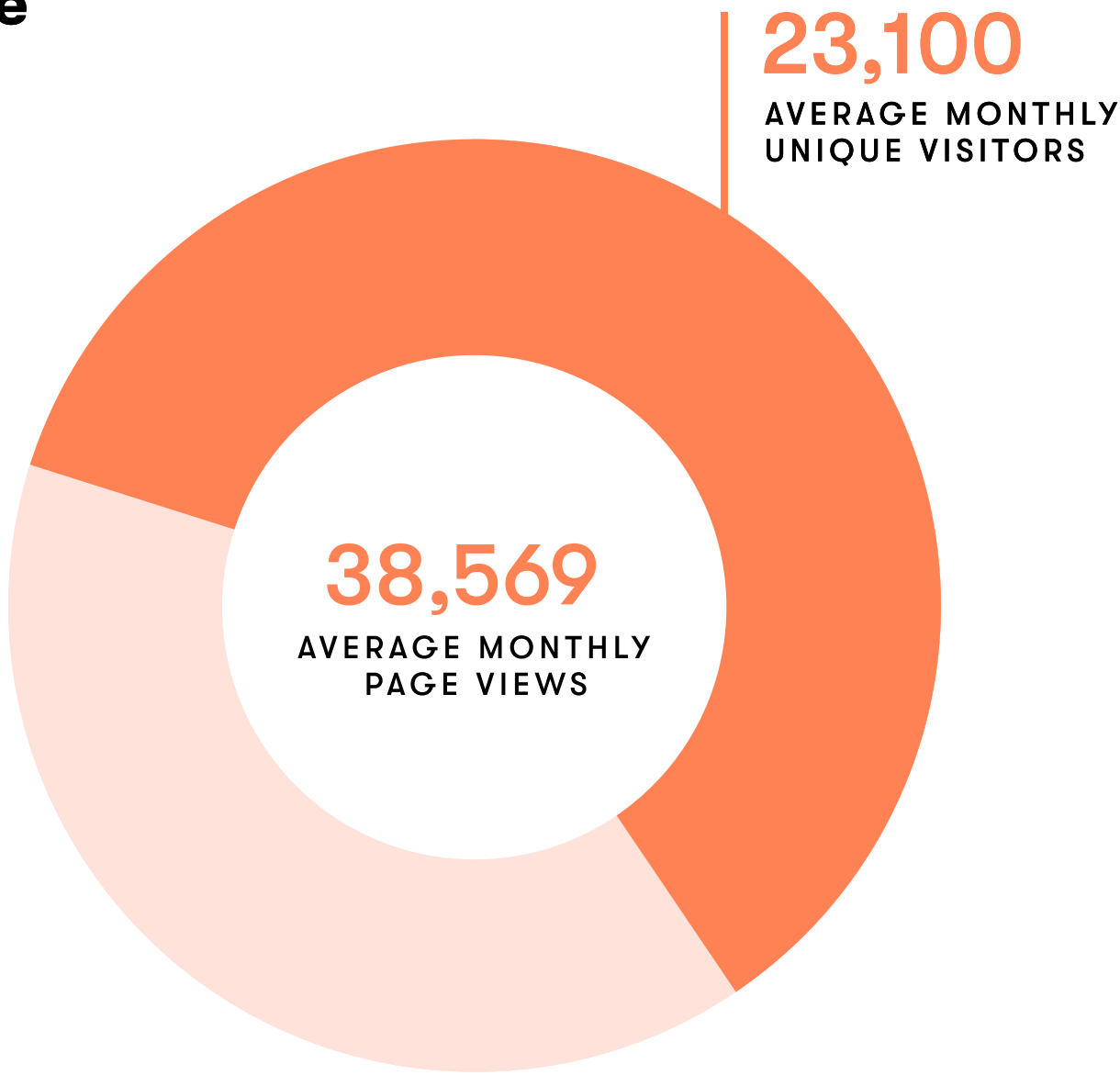
Audience

 **Zonda**<sup>TM</sup>  
Media



179K+ total engagements

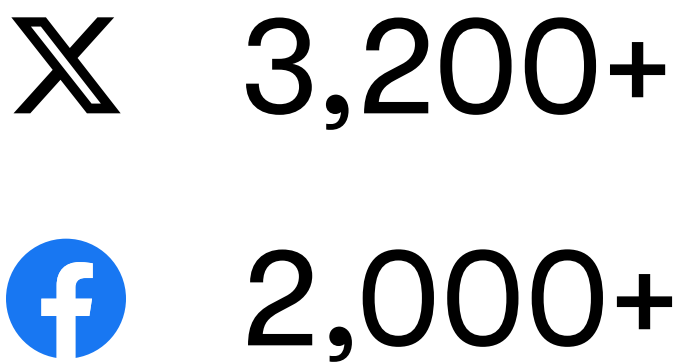
Website



GOOGLE ANALYTICS, 12-MONTH AVERAGE

Social

AUGUST 2023

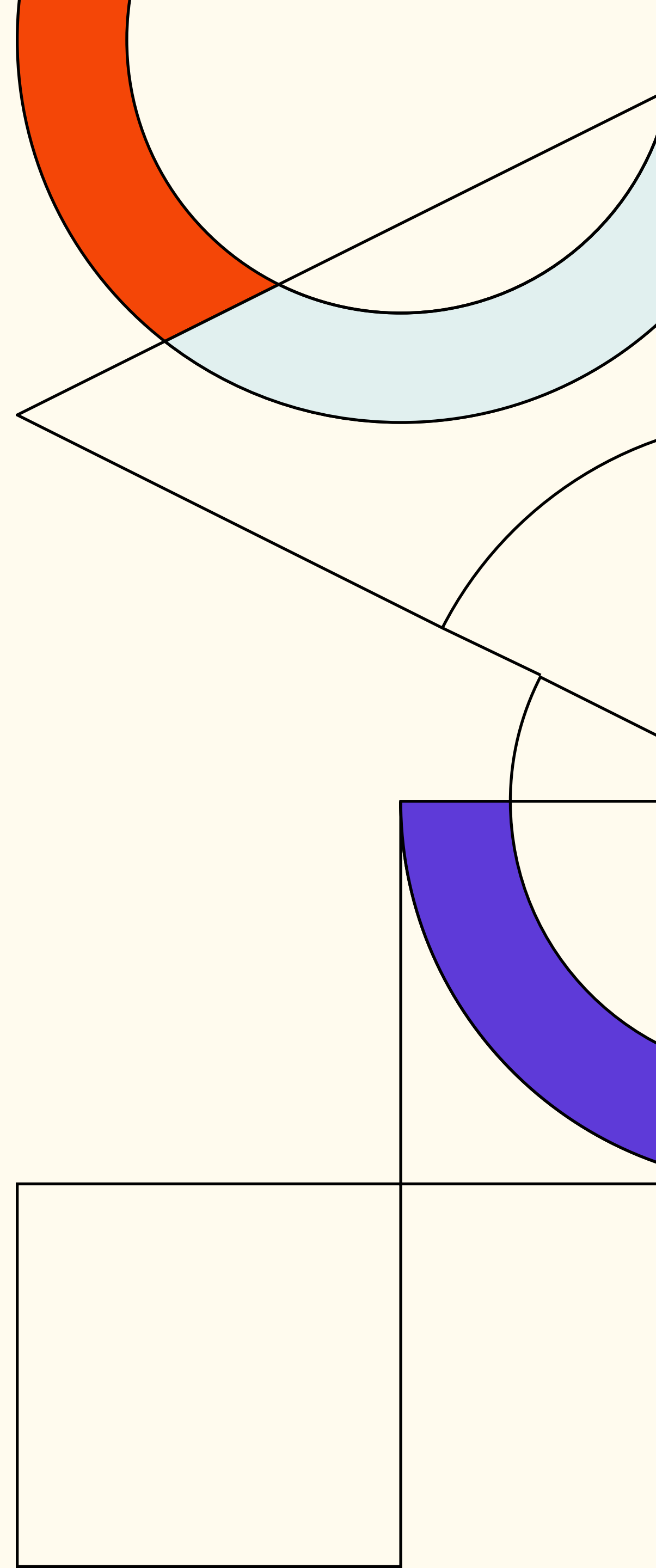


Newsletters

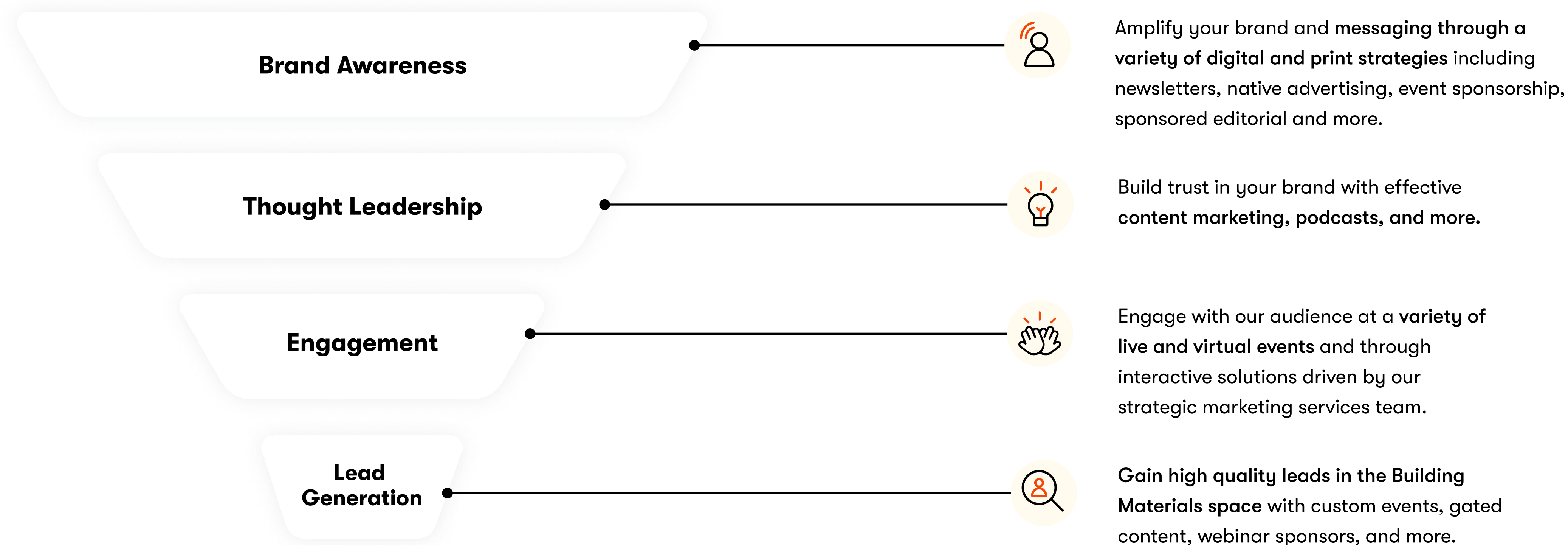


**ProSales** *by* JLC

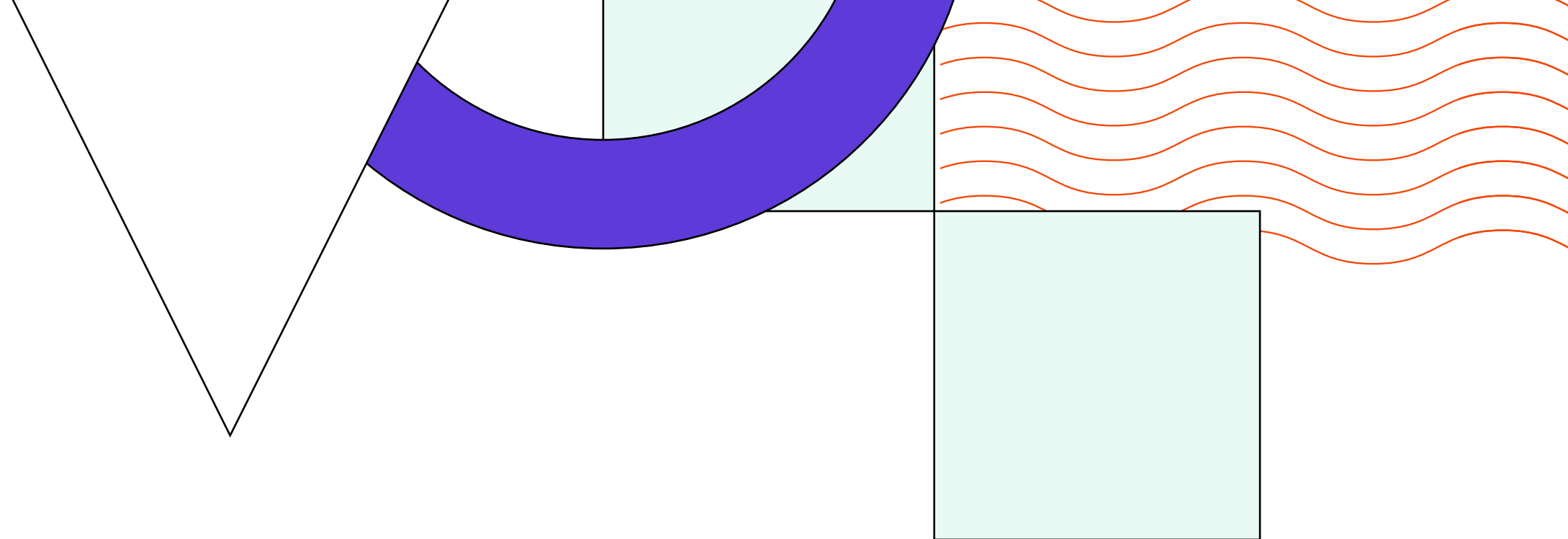
Solutions



# A platform to achieve your goals across the sales cycle



# Reach your audience using a variety of channels and products



1

**Website**

2

**Email**

3

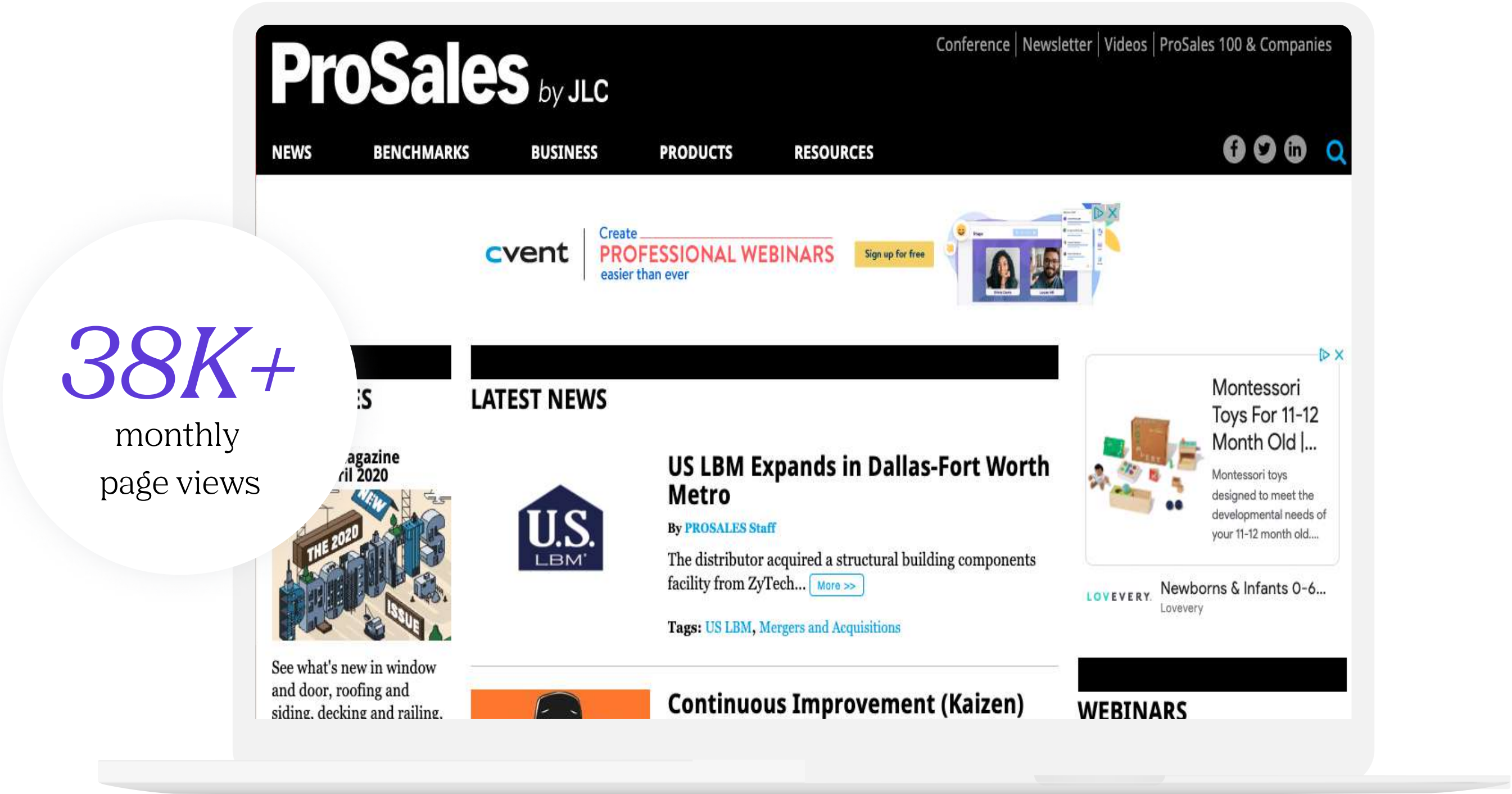
**Sponsored Media**

4

**Strategic Marketing**

5

**Advisory Services**



# Advertise on prosalesmagazine.com

Prosalesmagazine.com is the leader in expertise for pro-oriented building supply providers offering the best online source for detailed how-to's, news, projects, and resources for the industry. 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 over **23,000 unique visitors** per month.



# ProSales Newsletter

Get your brand in front of a highly engaged audience of **34,000 subscribers** who rely on the ProSales newsletter to keep them informed on all the latest trends and insights in building supply.

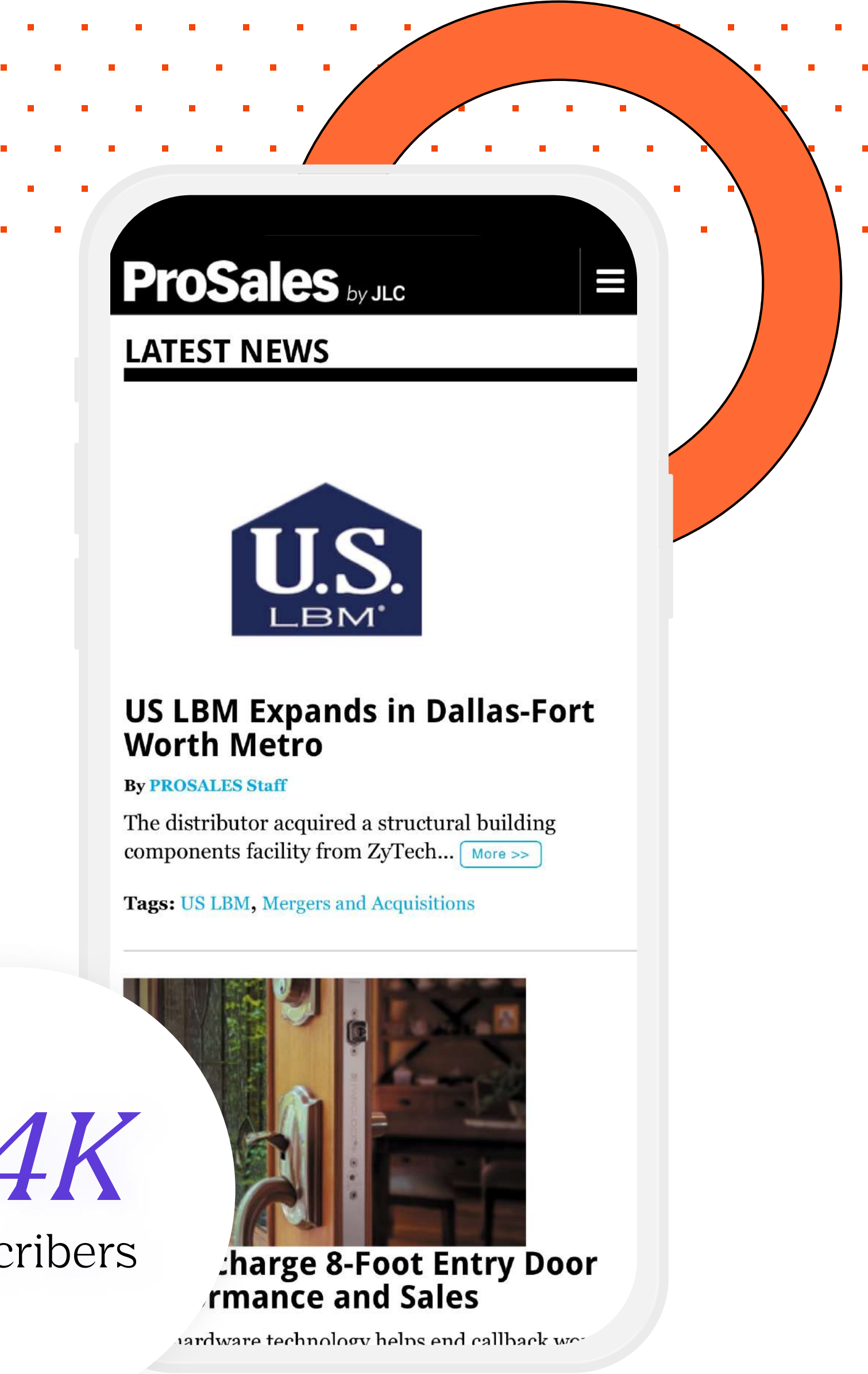
## Why ProSales Newsletter?

Get directly in the inbox of residential and pro-oriented building supply providers who trust the monthly ProSales newsletter for the top headlines from [prosalesmagazine.com](https://prosalesmagazine.com).

**Frequency:** 1 issue per week (Wednesday)

## Additional Email Opportunities:

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

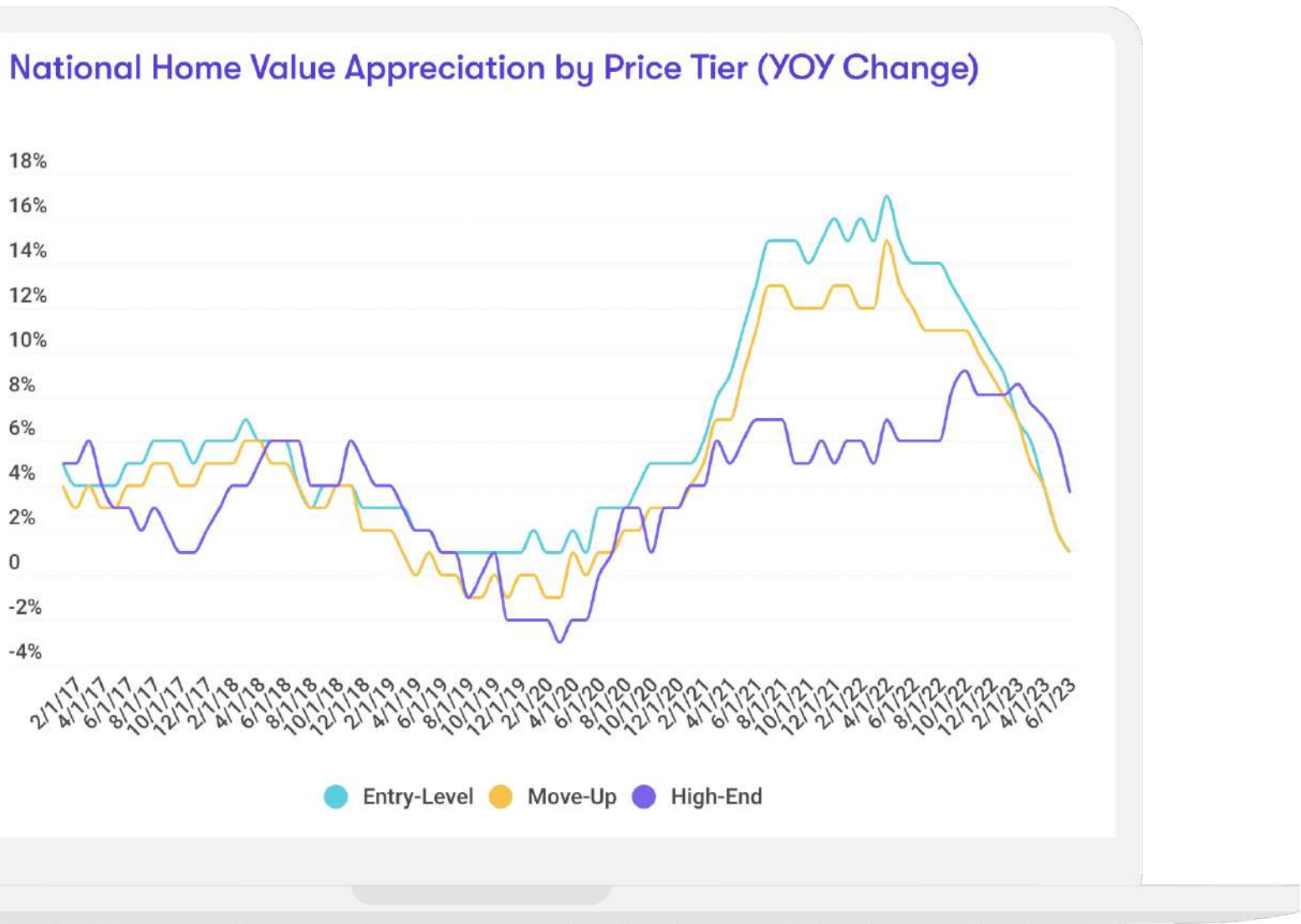


34K  
subscribers



# Sponsored Media

Zonda hosts a variety of data driven webinars and podcasts 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

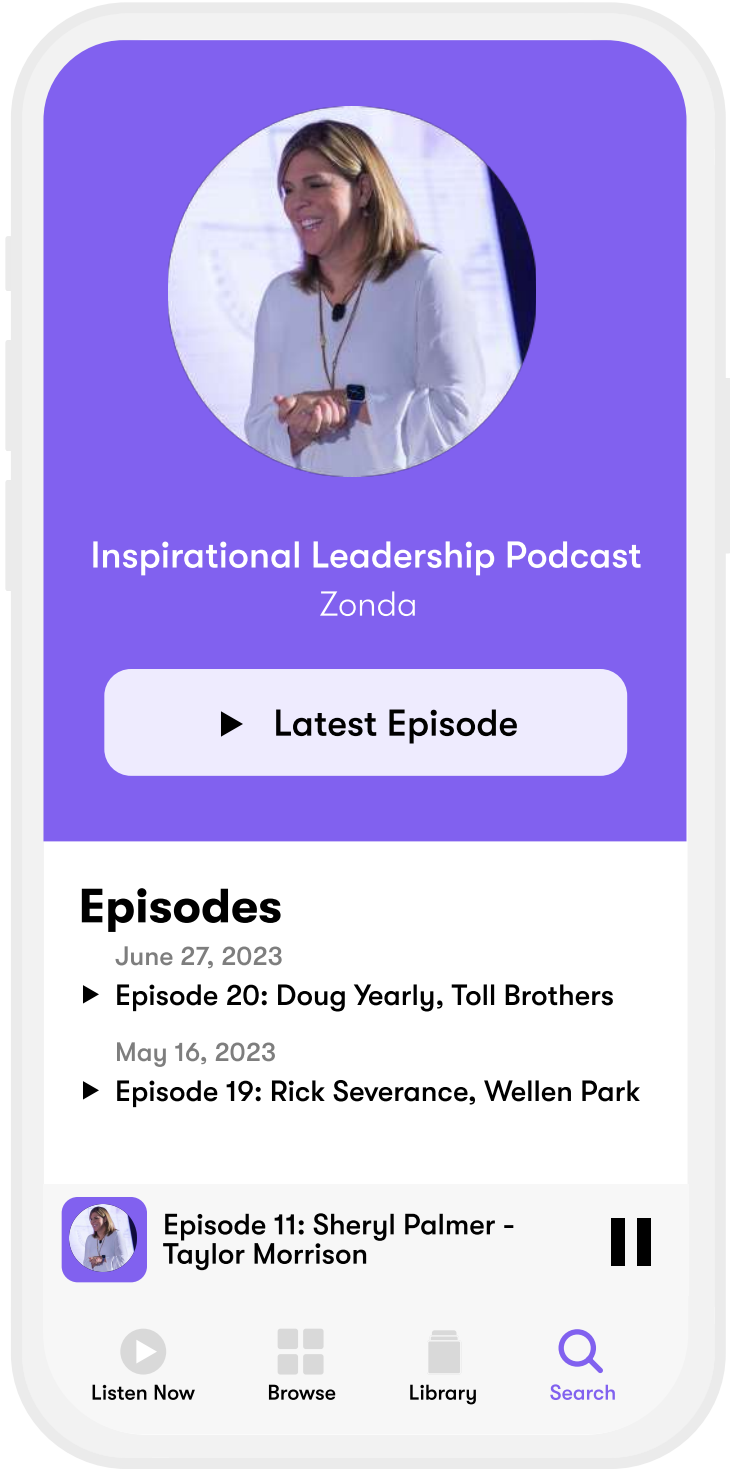
Connect with your targeted audience through exclusive webinars featuring our leading advisors.



Topics covered by our leading advisors include: Housing Market Updates, 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

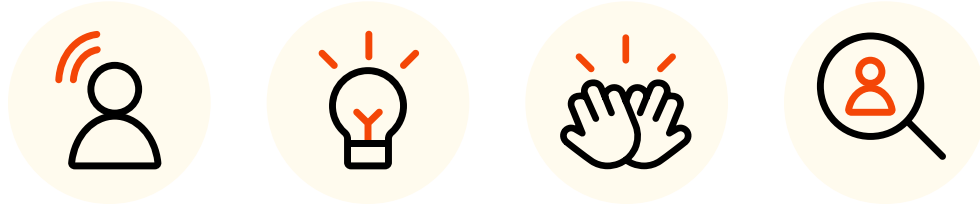
Engage professional audiences through a multimedia content-marketing solution embedded in a trusted editorial environment.



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



# 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

**Digital**  
23K+ Unique visitors



**Newsletters**  
34K+ Subscribers



**Inspirational Leadership Podcast**  
205K+ Potential reach



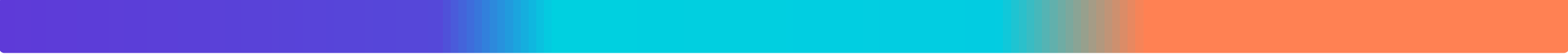
**Native Intel**  
300-500 Word article - cross platforms



**Housing Market Webinars**  
16K+ Annual registrants



**Cobrand**s  
Targeted emails - 100% share of voice



# 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



Building the future  
of housing™