

remodeling *by 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.



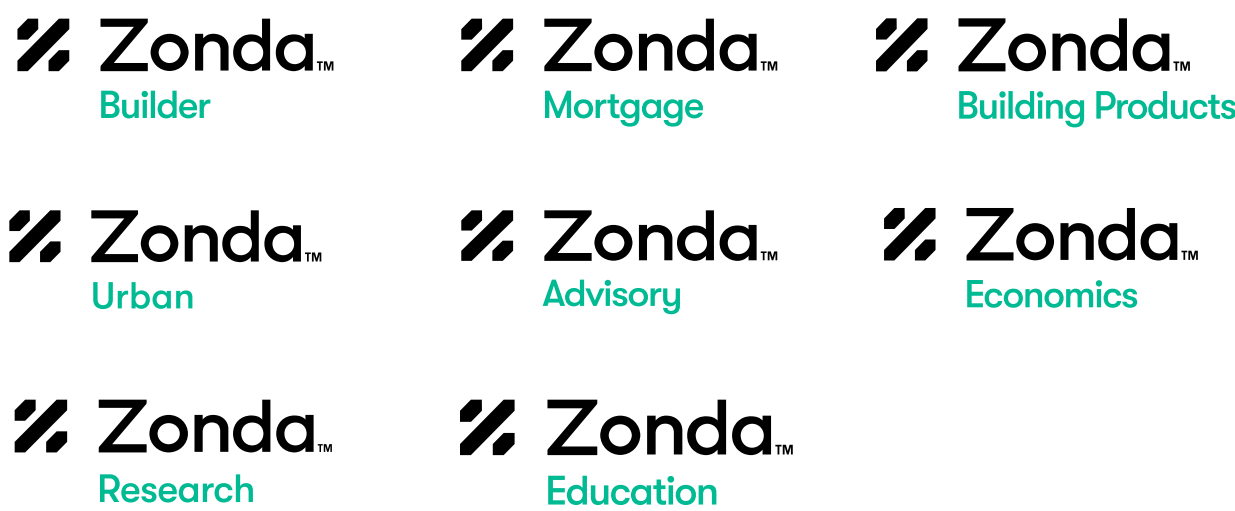
Engagement

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.









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.

remodeling

by JLC

Remodeling has and continues to be the indispensable tool that remodelers cannot do without —delivering the business know-how, product and technical information that home improvement pros need to help make smart decisions that will shape their project success.

35+

Years serving the
homebuilding industry

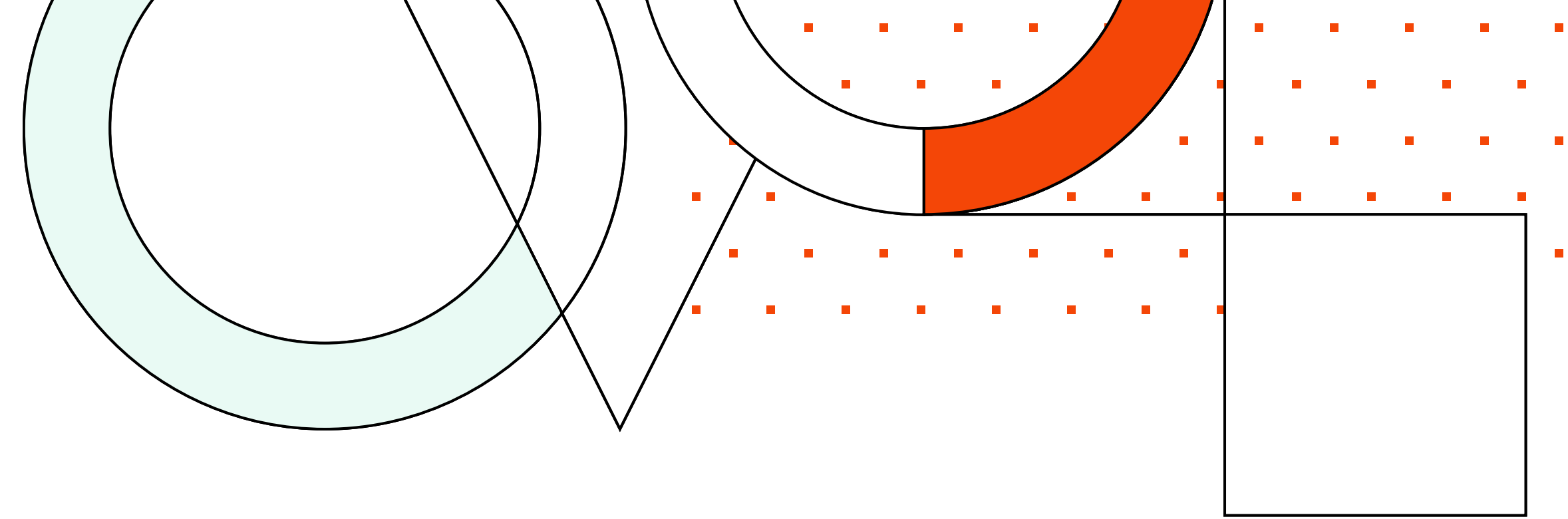
547K

Total engagements

82K+

Total reach

The No. 1 brand
delivering the
business know-how,
product and
technical
information that
home improvement
pros need.



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**

Remodeling'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

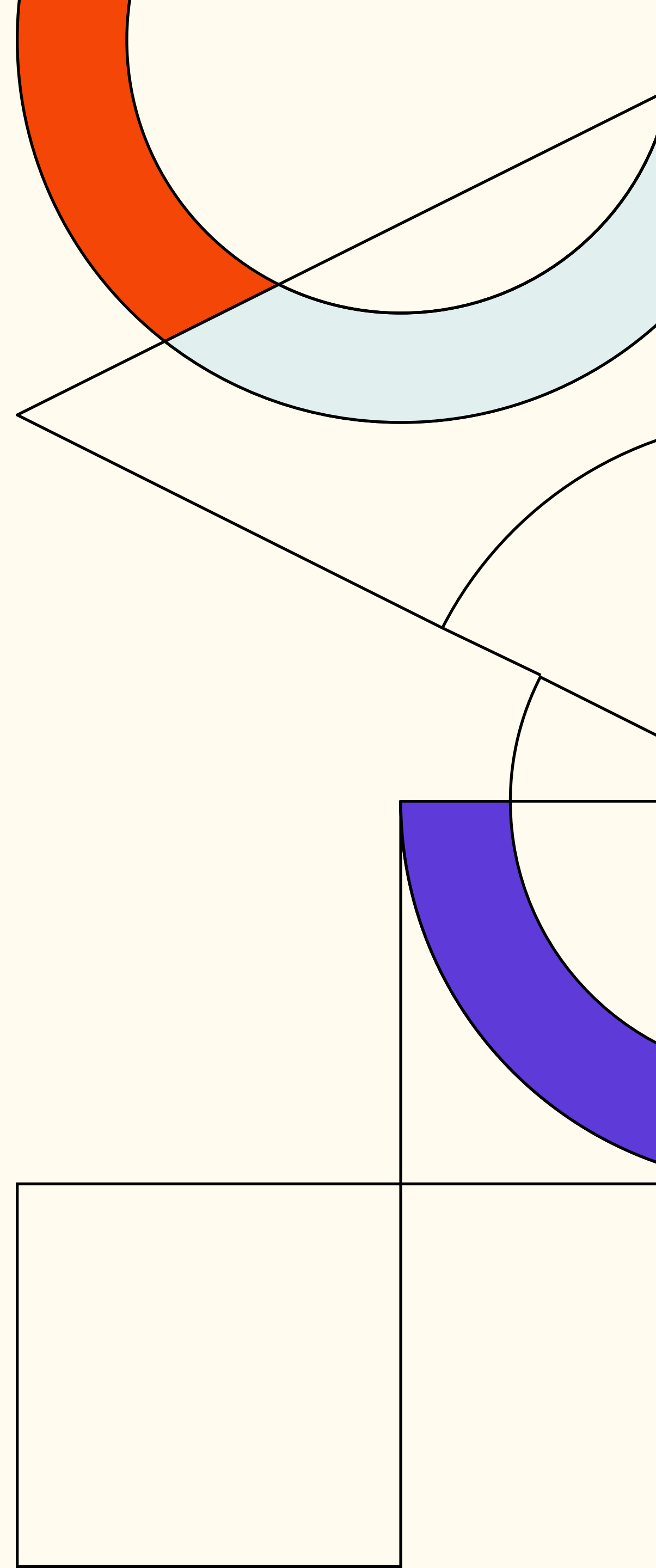


Mollie Carmichael
Community and Product Insights
Principal Zonda Advisory

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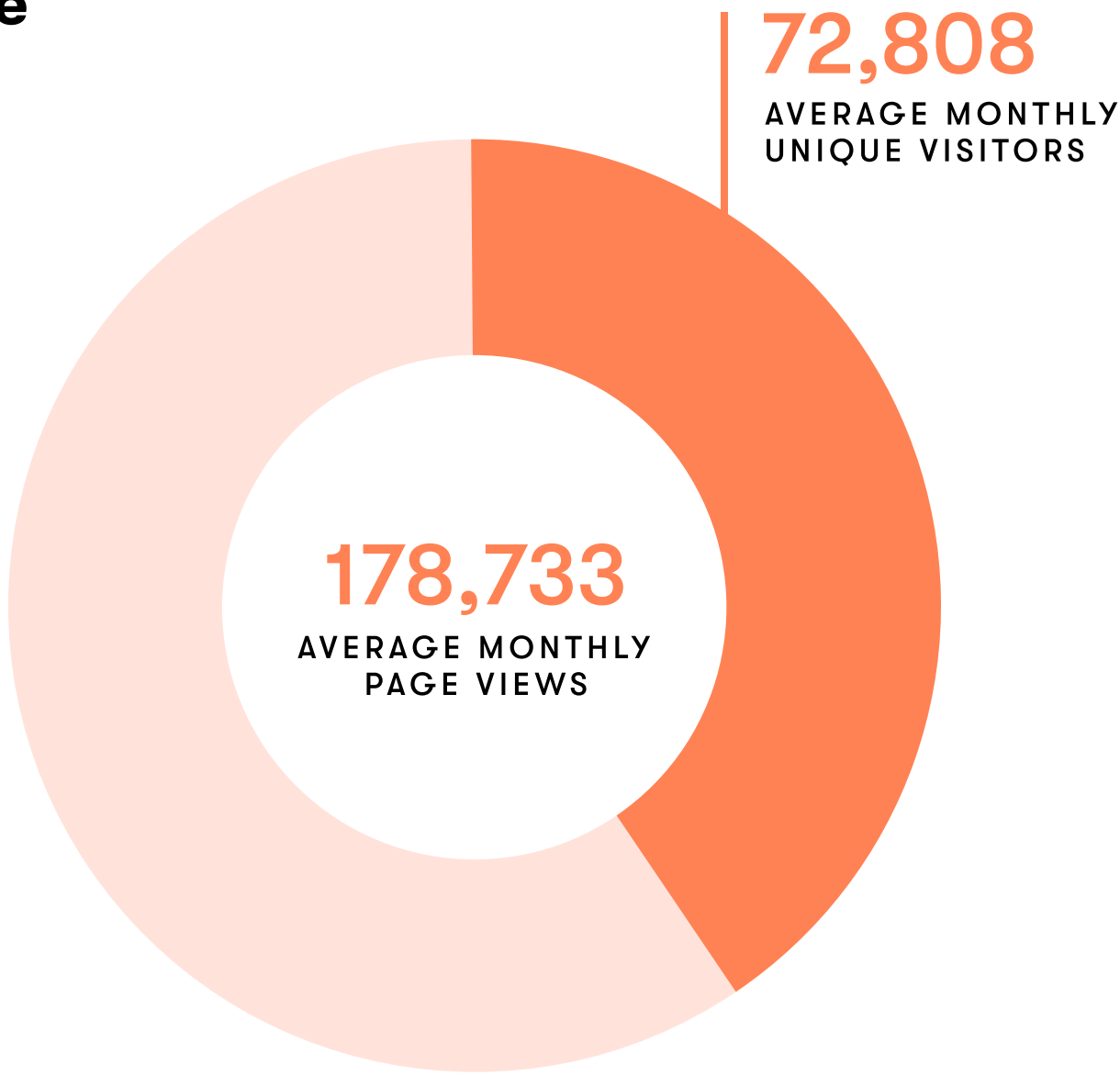
Audience

 **Zonda**TM
Media



547K+ total engagements

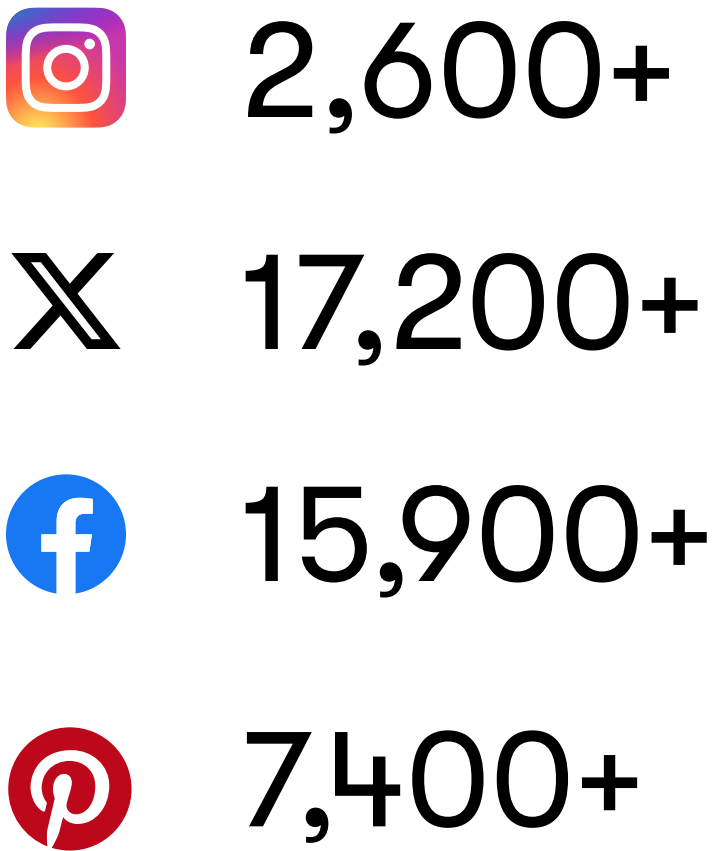
Website



GOOGLE ANALYTICS, 12-MONTH AVERAGE

Social

AUGUST 2023



Newsletters

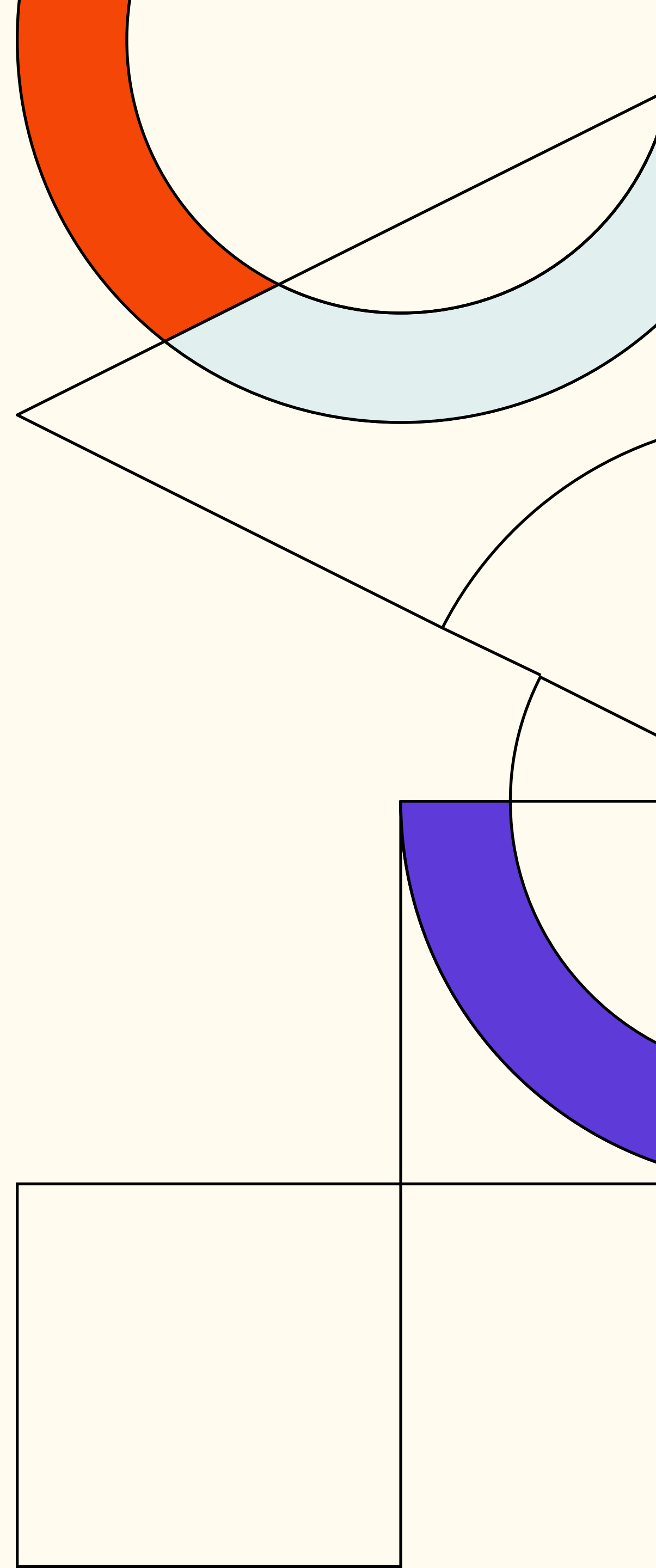
1x
per month

81,500
RECIPIENTS PER ISSUE
REMODELING NEWSLETTER

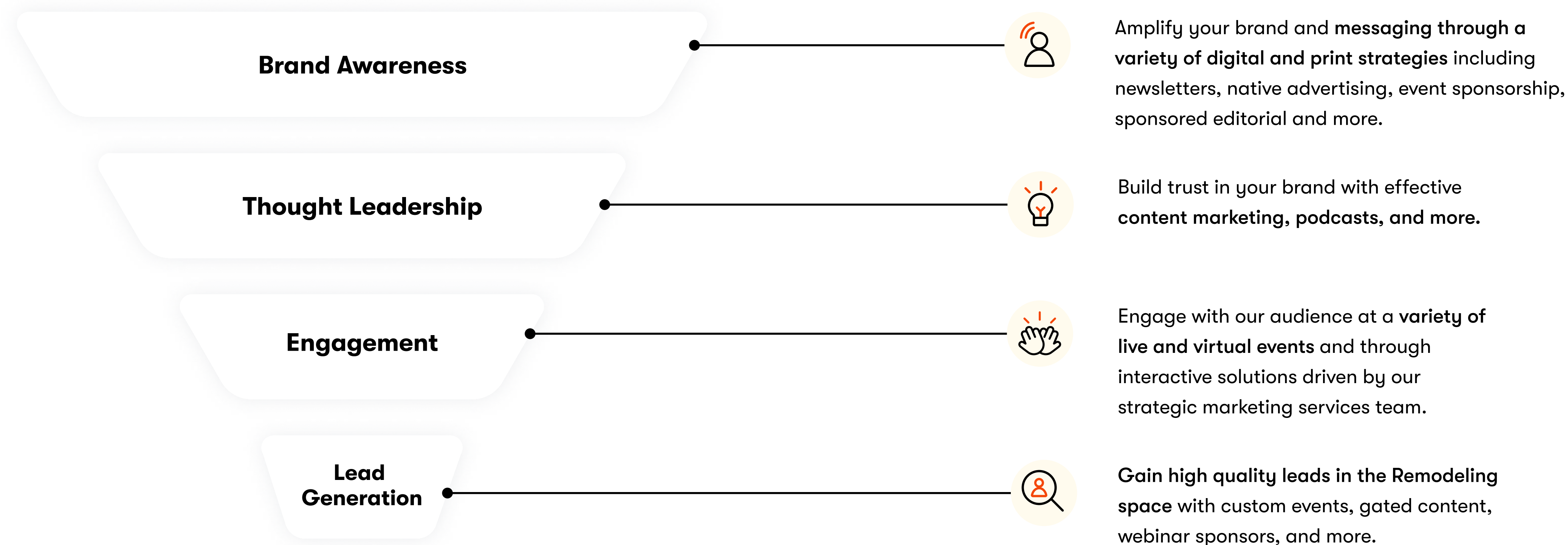
remodeling
by JLC

Solutions

 **Zonda**TM
Media



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

Building Sessions

4

Cost vs. Value

5

Sponsored Media

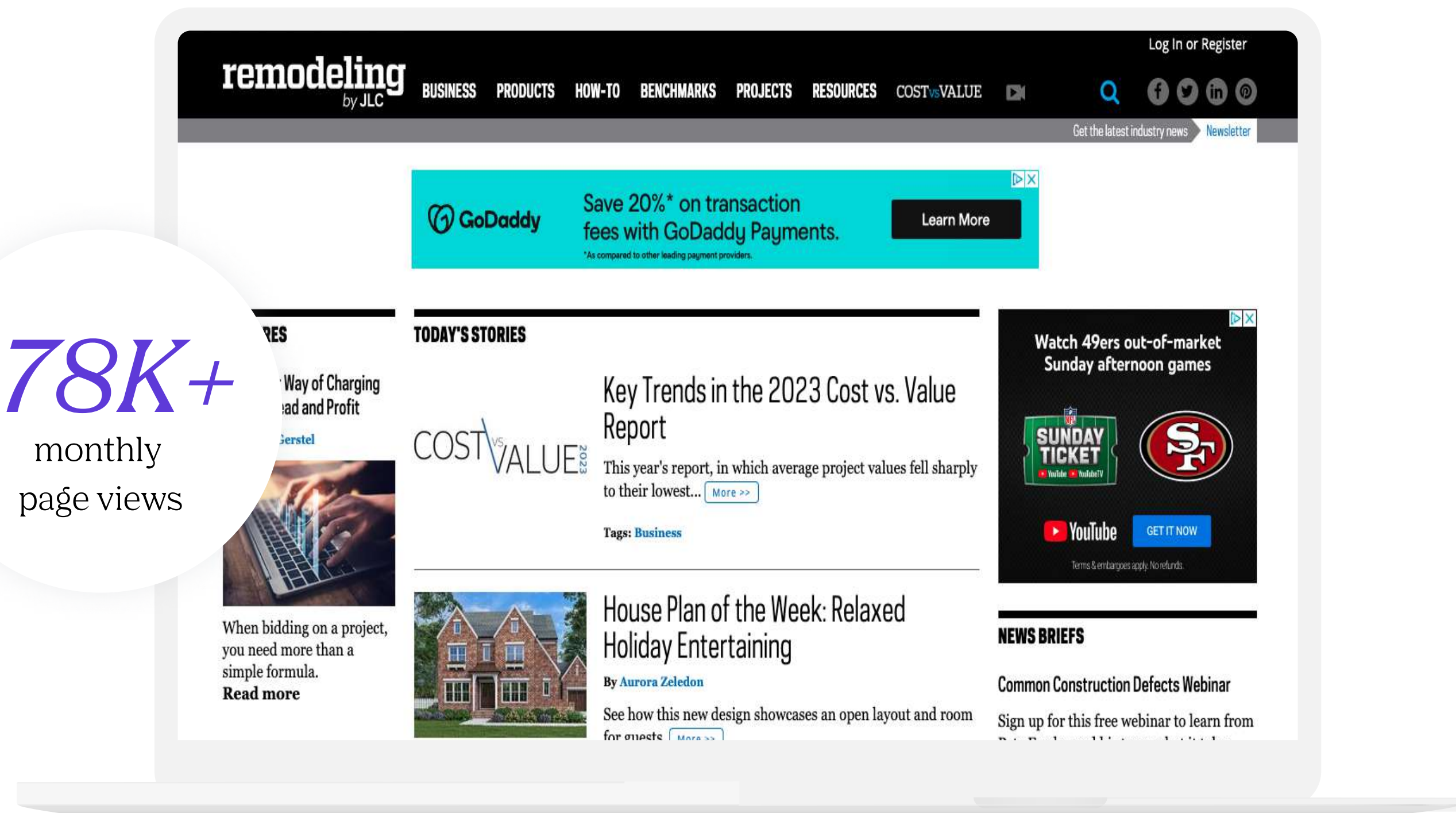
6

Strategic Marketing

7

Advisory Services

178K+
monthly
page views



Advertise on remodeling.hw.net

Remodeling.hw.net is the leader in providing indispensable business tools, product information, design ideas, cost-estimating tools and management advice that enable remodeling businesses to thrive. Get your brand in front of remodelers who trust quality editorial powered by Zonda's data. Select from a variety of ad placements to get your brand in front of over **72,000 unique visitors** per month.



Remodeling Newsletter

Get your brand in front of a highly engaged audience of **81,000 subscribers** who rely on the Remodeling newsletter to keep them informed on all the latest trends and insights in professional remodeling.

Why Remodeling Newsletter?

Get directly in the inbox of remodeling professionals who trust the weekly JLC newsletter for the top headlines from JLCOnline.com

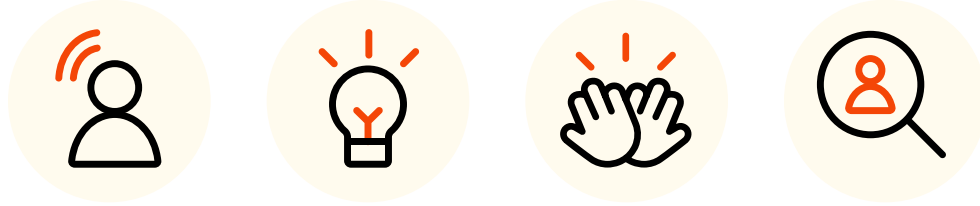
Frequency: 1 issue per week (Tuesday)

Additional Email Opportunities:

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



81K
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.

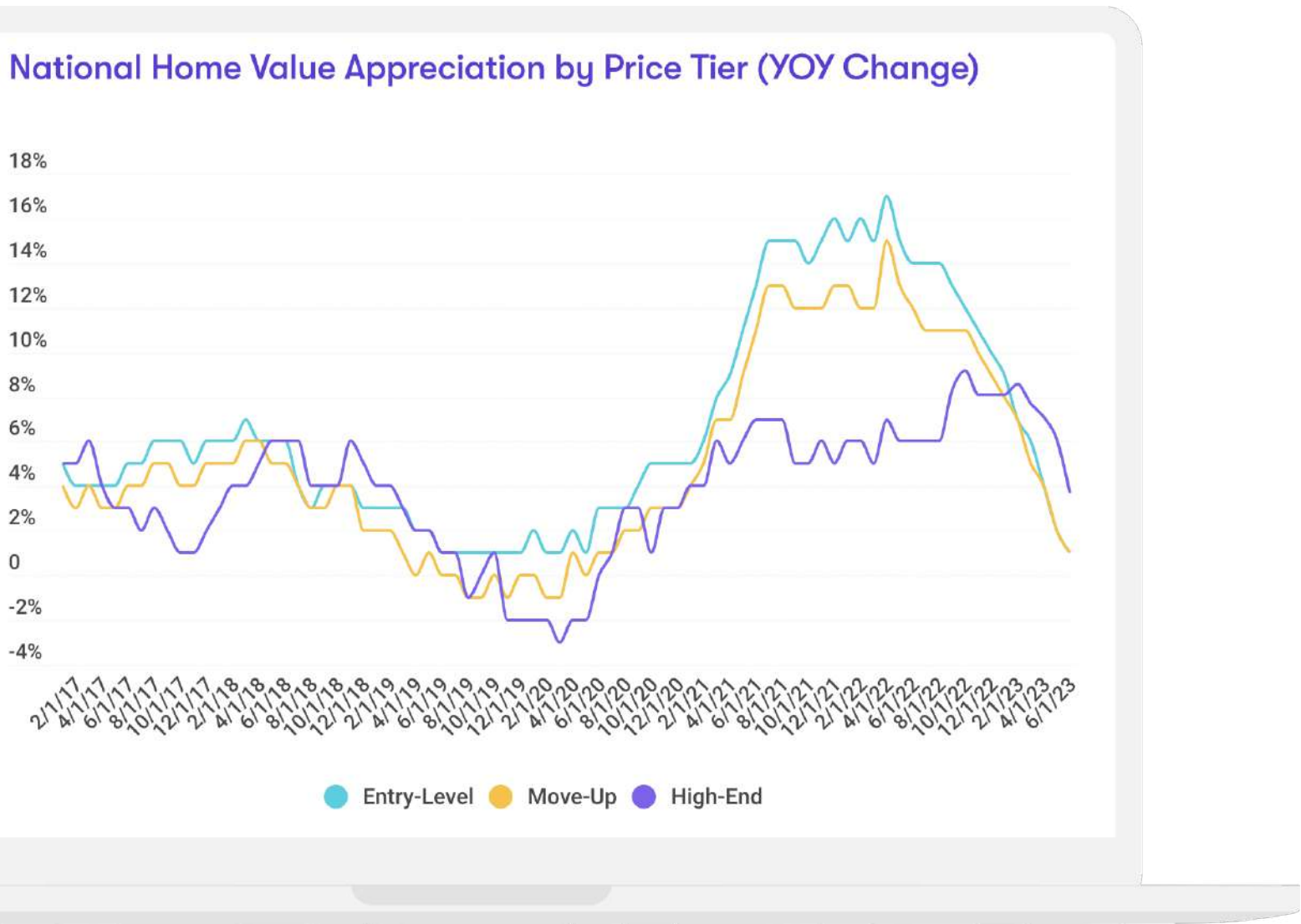
- Published for nearly four decades, Zonda's Cost vs. Value report compares construction cost with projected resale value for popular home improvement projects in 150 U.S. markets.
- Using a proprietary data model that considers trends by market, combined with local economic influences on remodeling, 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^{VS}VALUE²⁰²³



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

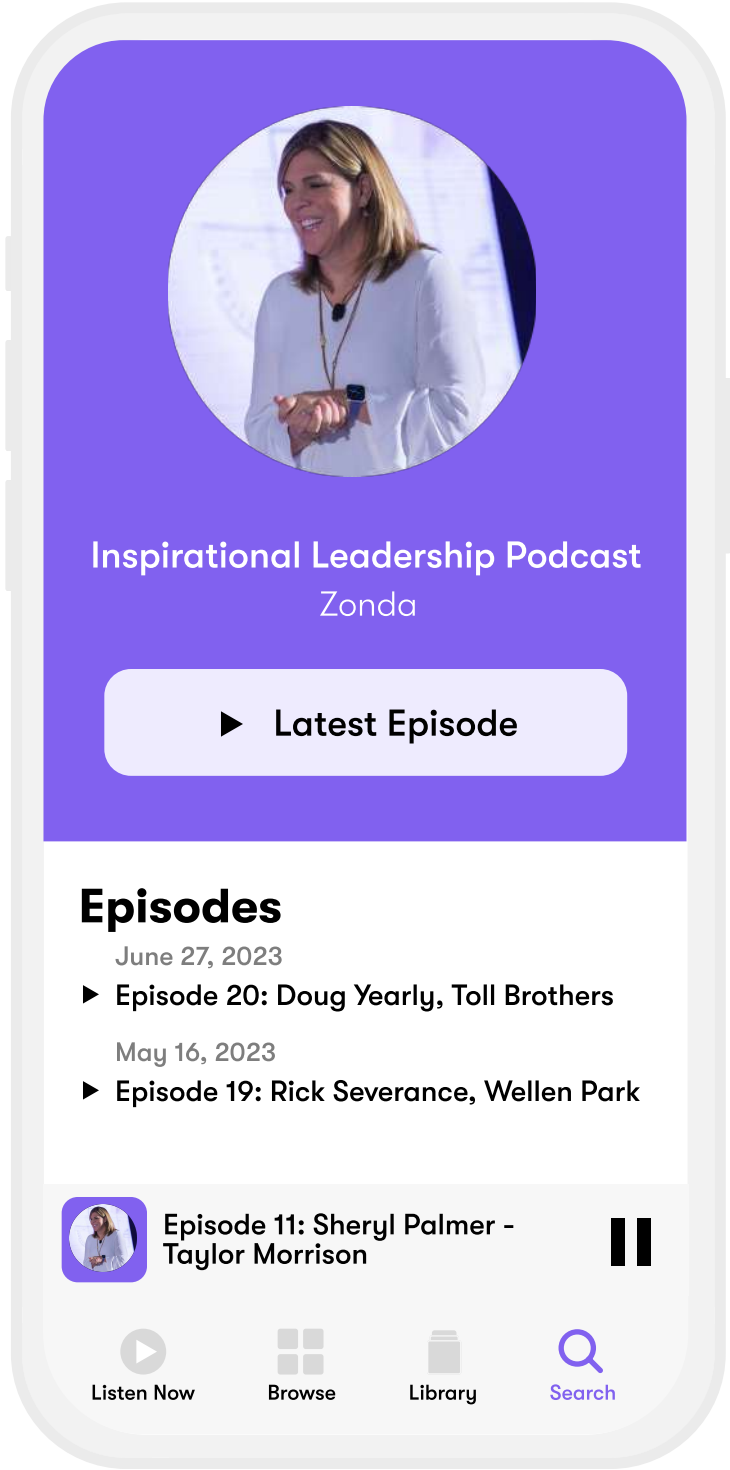
Connect with your targeted audience through exclusive webinars featuring our leading advisors.



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

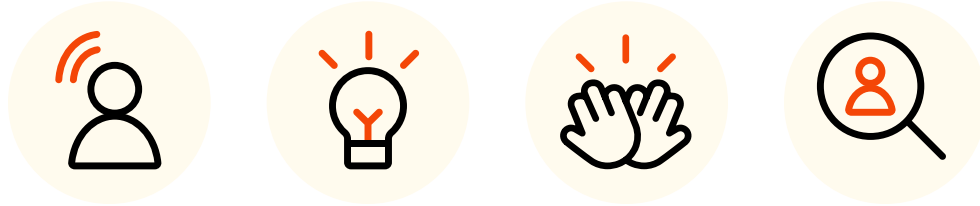
Engage professional audiences through a multimedia content-marketing solution embedded in a trusted editorial environment.



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

Website

72K+ Unique visitors



Newsletters

81K+ Subscribers



Inspirational Leadership Podcast

205K+ Potential reach



Native Intel

300-500 Word article - cross platforms



Housing Market Webinars

16K+ Annual registrants



Cobrands

Targeted emails - 100% share of voice



Cost vs. Value

25K+ Leads



Building Sessions

200 leads per session

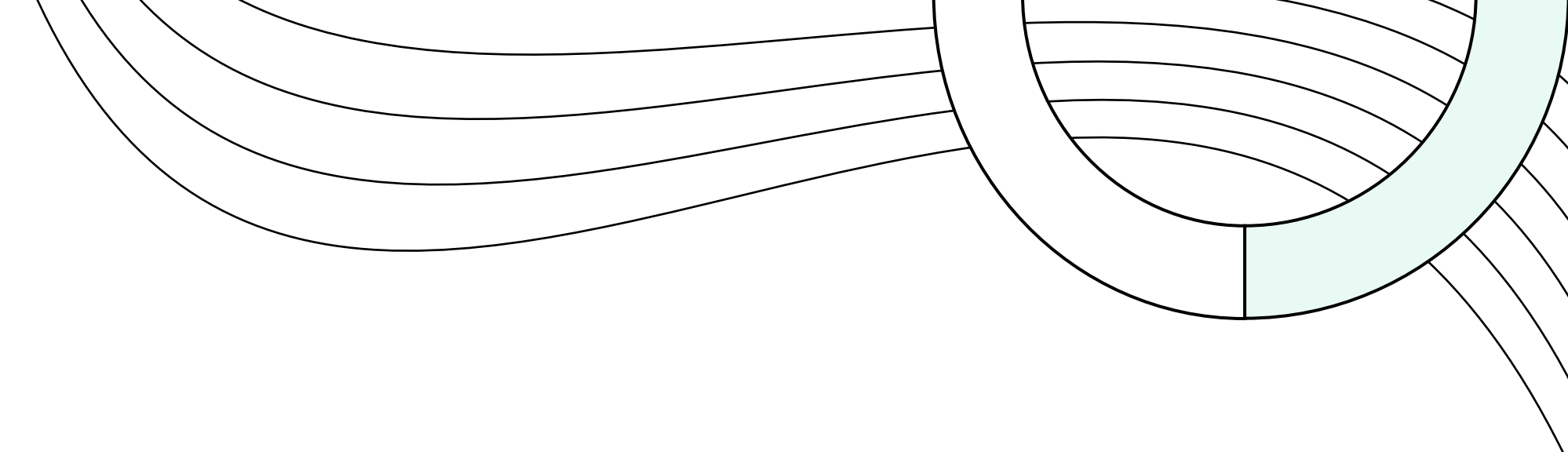


Custom Advisory Solutions

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.



30+ average years of housing industry experience

2000+ total annual engagements

40+ expert advisors

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



Building the future
of housing™