

Builder

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.



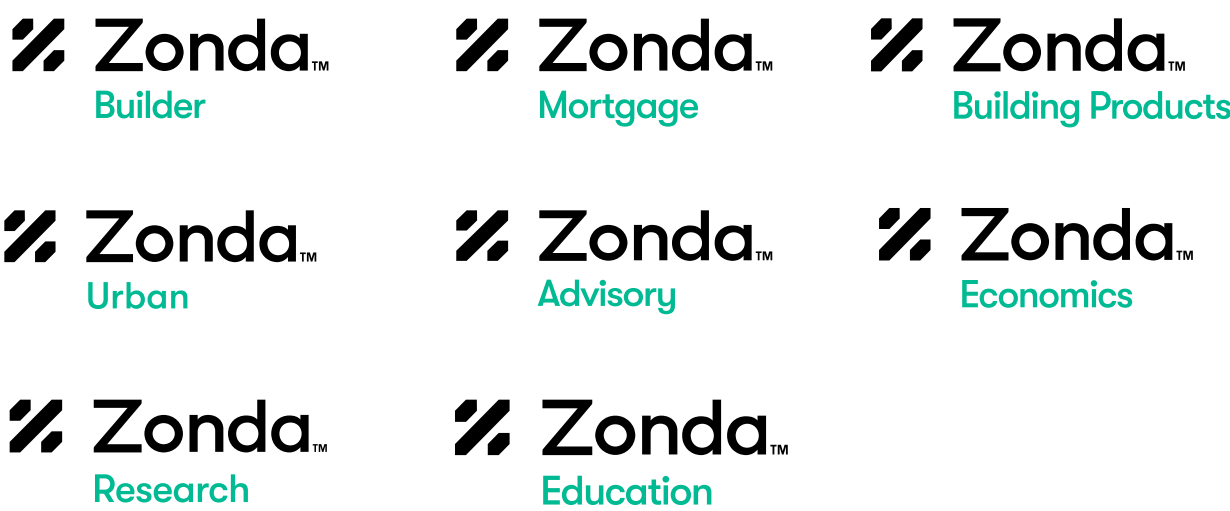
Engagement

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



Data Intelligence

Get access 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

Builder

The No. 1 brand serving the largest, most qualified audience of builders in the residential construction industry.

We deliver the most comprehensive data and insights, which include industry news and housing analysis to inform, advise, and connect the home builder marketplace. Builder serves active residential construction professionals and continues to expand its audience via its magazine, website, newsletter, and events.

40+

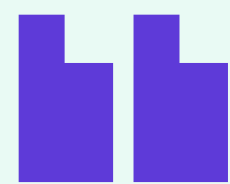
Years serving the homebuilding industry

3.1M

Monthly engagements

191K

Total reach



We use Builder magazine because that's where our audience is.

Joe Welsh

National Sales Manager,
Better Home Products

Advisory and Economics

40+
advisors

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

Builder'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



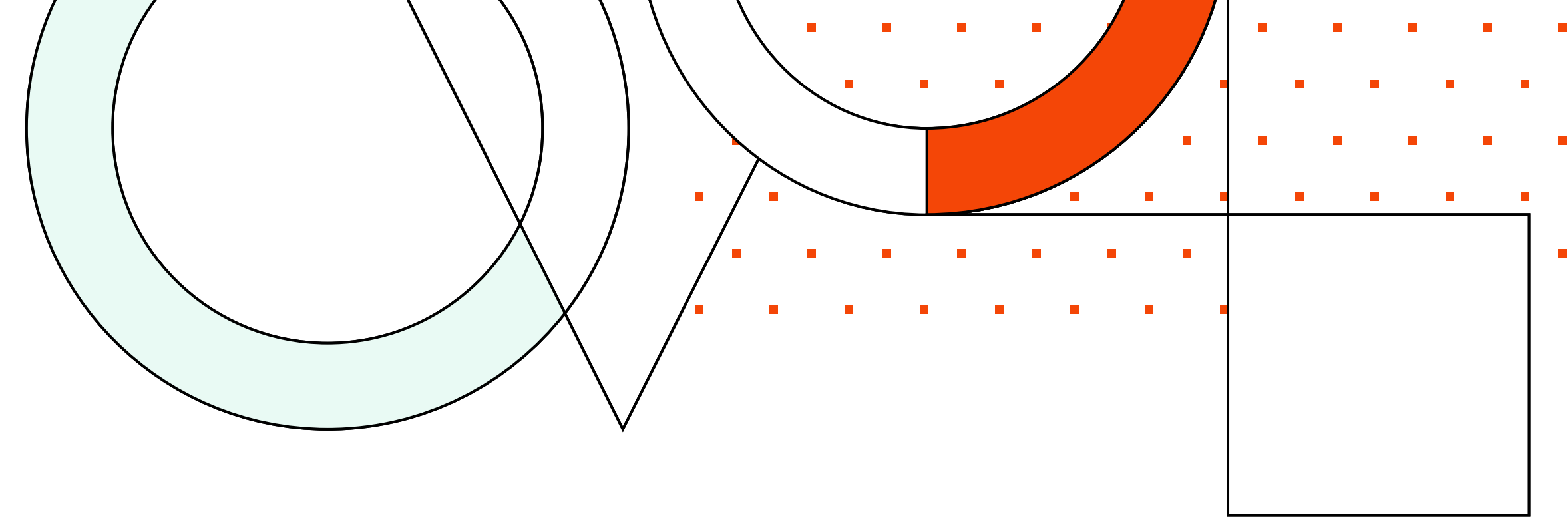
Kimberly Byrum
Multifamily
Principal Zonda Advisory



Todd Tomalak
Building Products
Principal Zonda Advisory



Mollie Carmichael
Community and Product Insights
Principal Zonda Advisory



Editorial Leadership



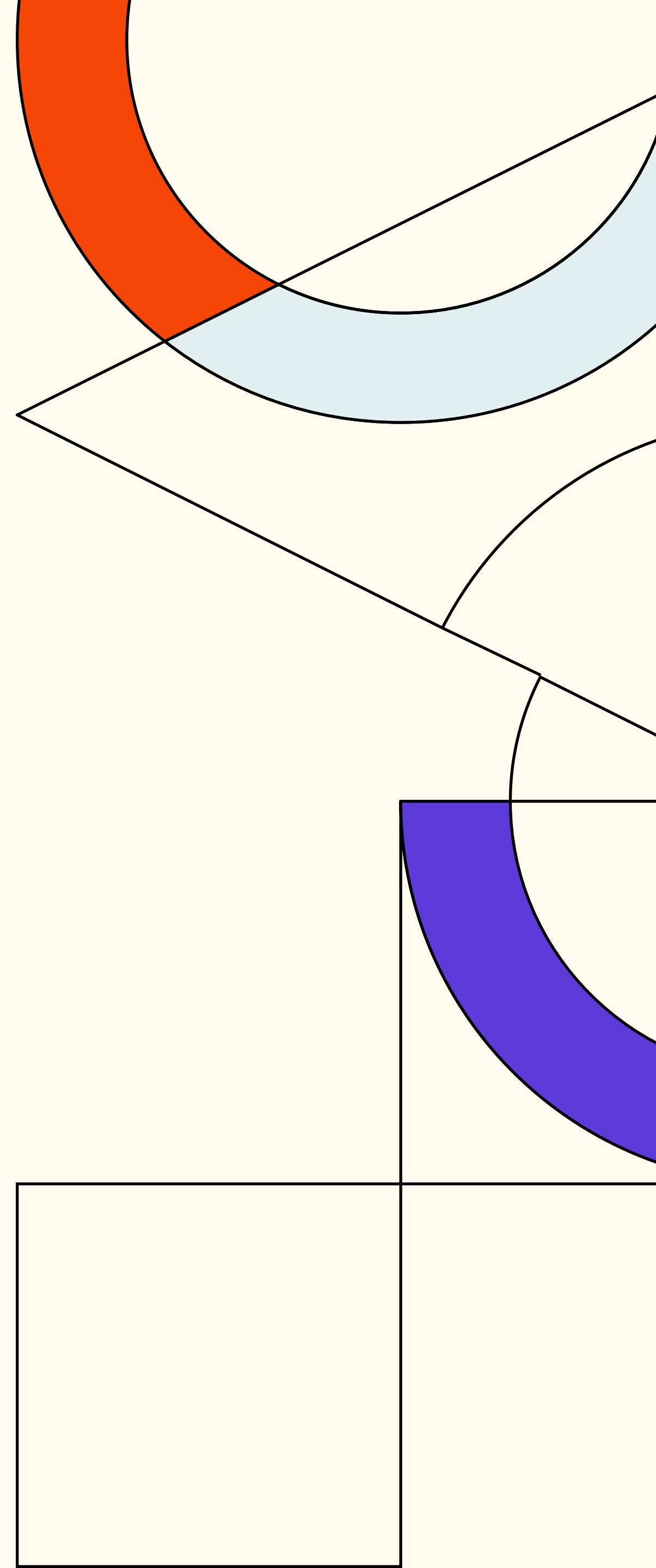
Steve Ladurantaye

Vice President, Residential Content | Builder

Steve Ladurantaye is an internationally recognized journalist, with more than 20 years of experience in print, radio, television and online newsrooms across the United States, Canada, United Kingdom and Vietnam. He's leading the evolution of BUILDER brand, ensuring the publication maintains its position at the heart of the industry while also evolving to serve an increasingly digital audience. He is a three-time winner of the National Newspaper Award, Canada's highest journalism honor. He was the real estate reporter at the Globe and Mail during the sub-prime mortgage crisis, covering the news from on-the-ground from communities across America. He also served as the head of news and government partnerships at Twitter Inc.

Builder

Audience



Our audience

Total Audience

191,000+

Print, Digital, Builder Pulse, & Site Registrants

22.6K

Total builders, 10+ closings annually

100%

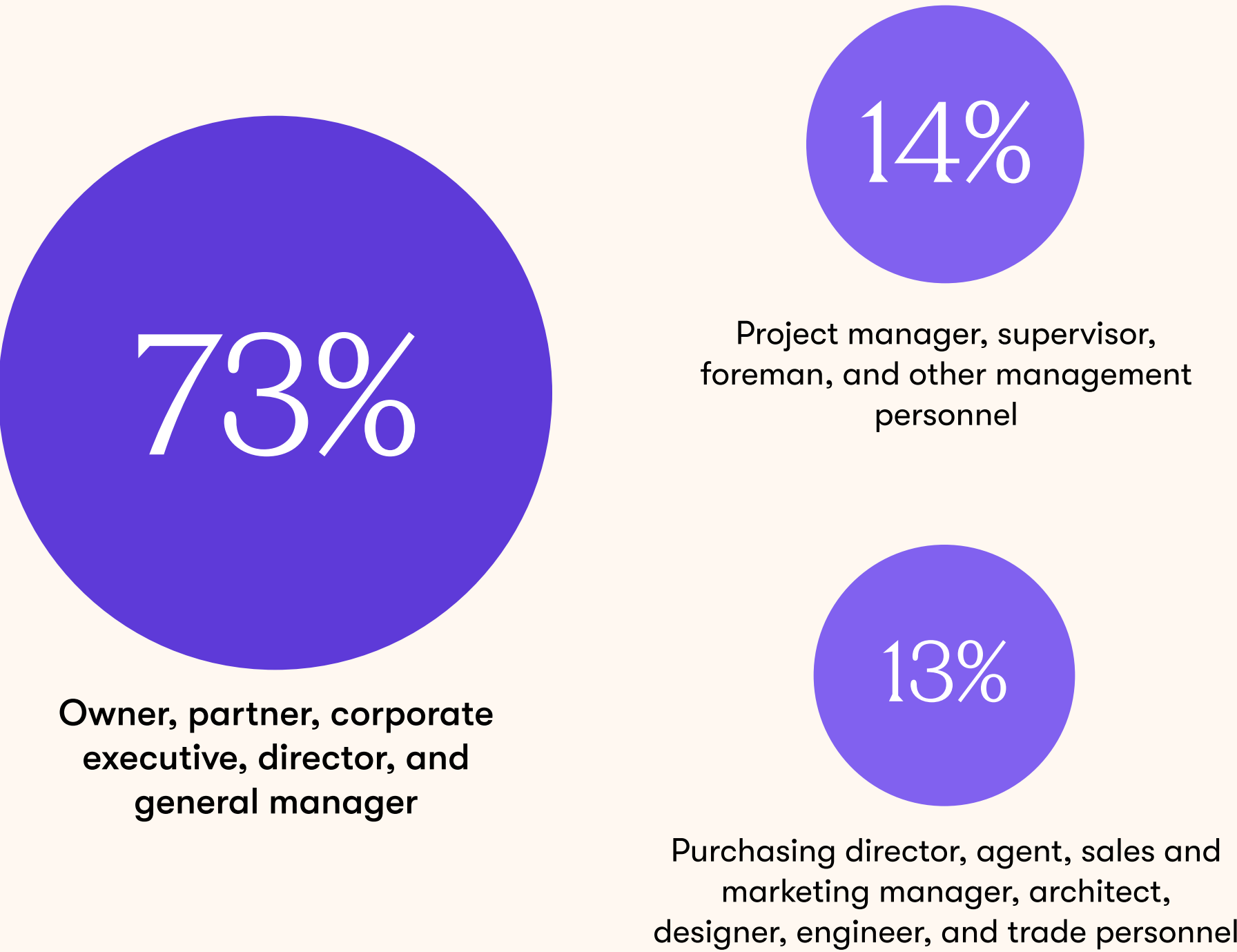
Top 100 builders working with Zonda

91K+

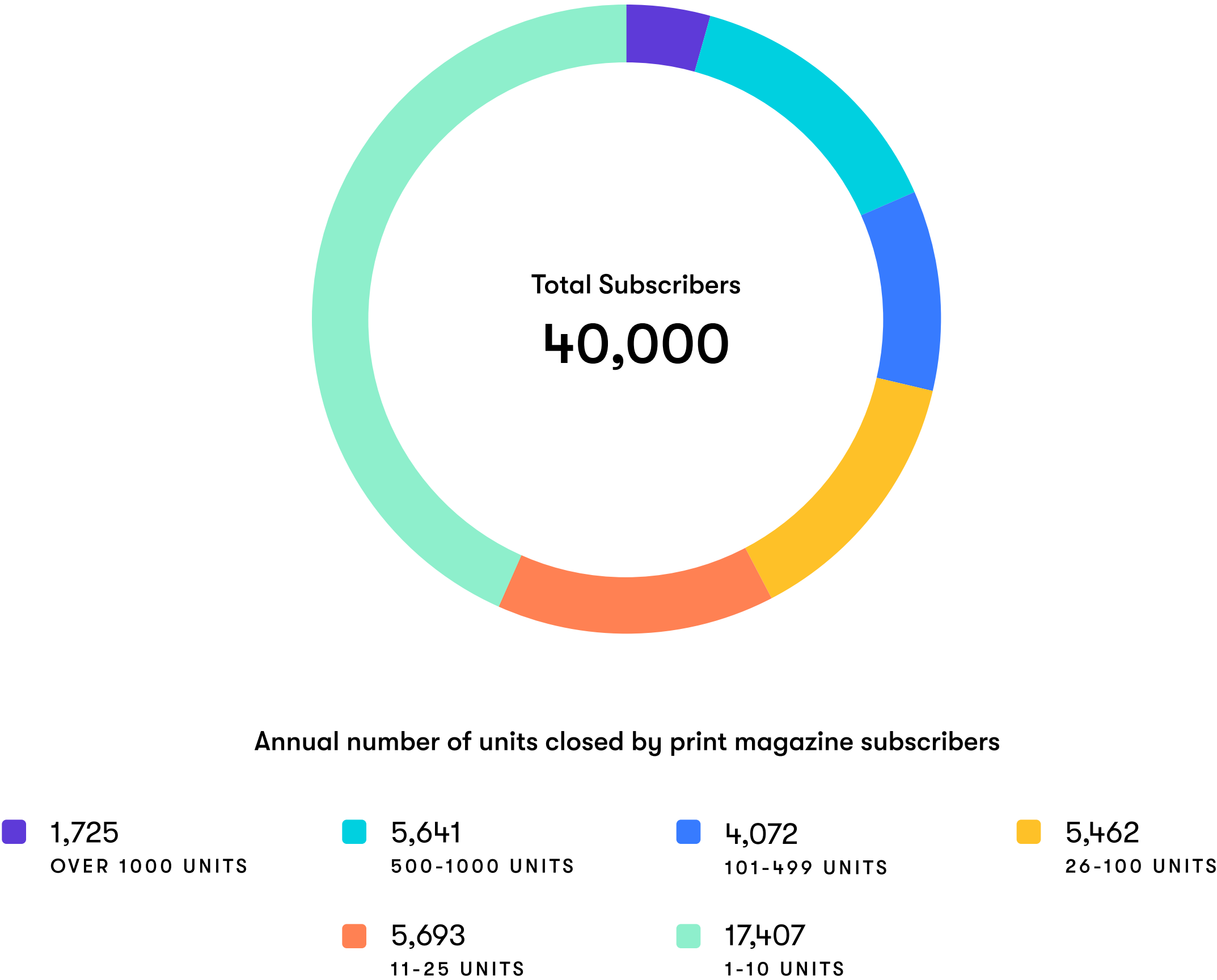
Total builders

Maximize your reach
to builders through a reputable source that is highly trusted by prominent industry leaders.

84K+ leaders drive our readership

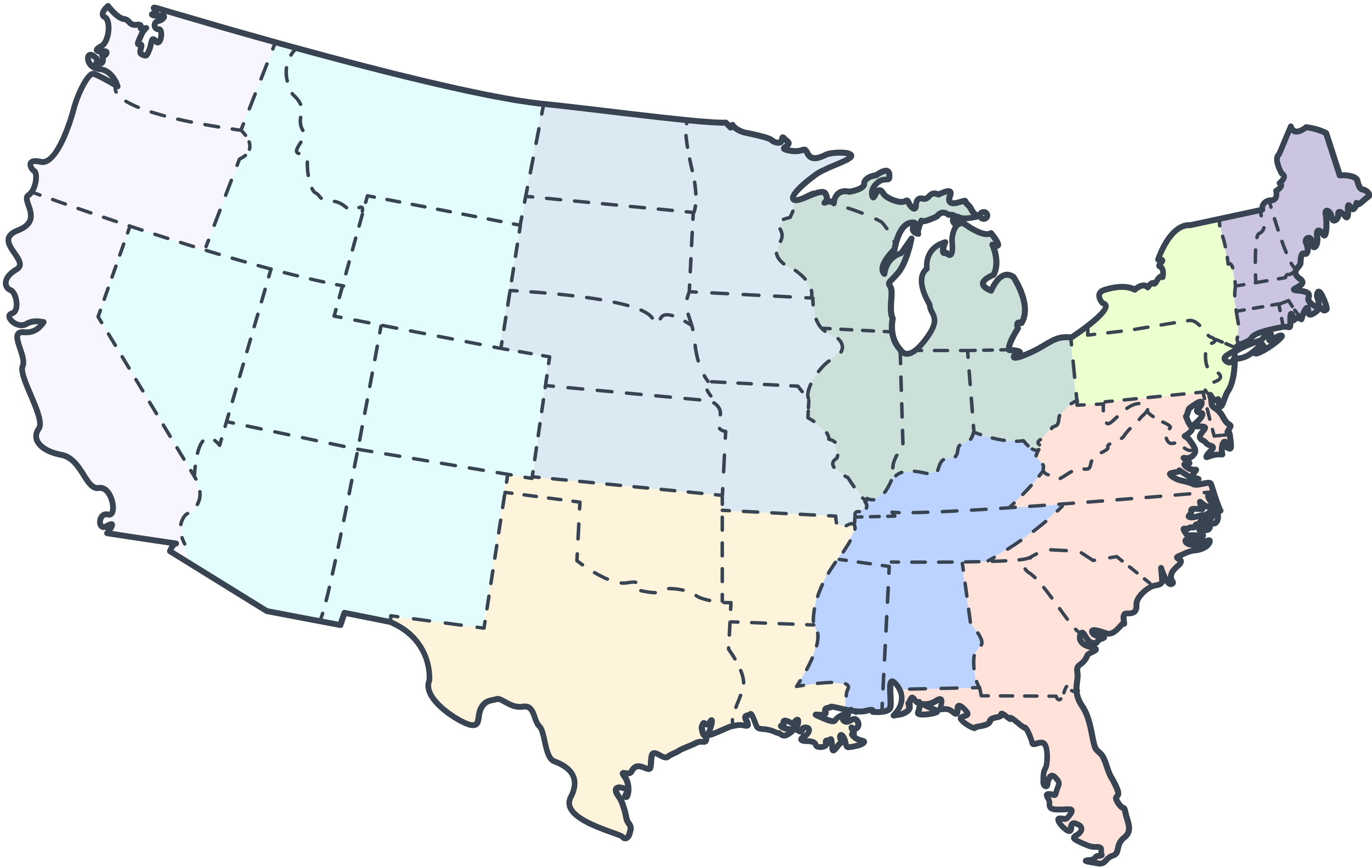
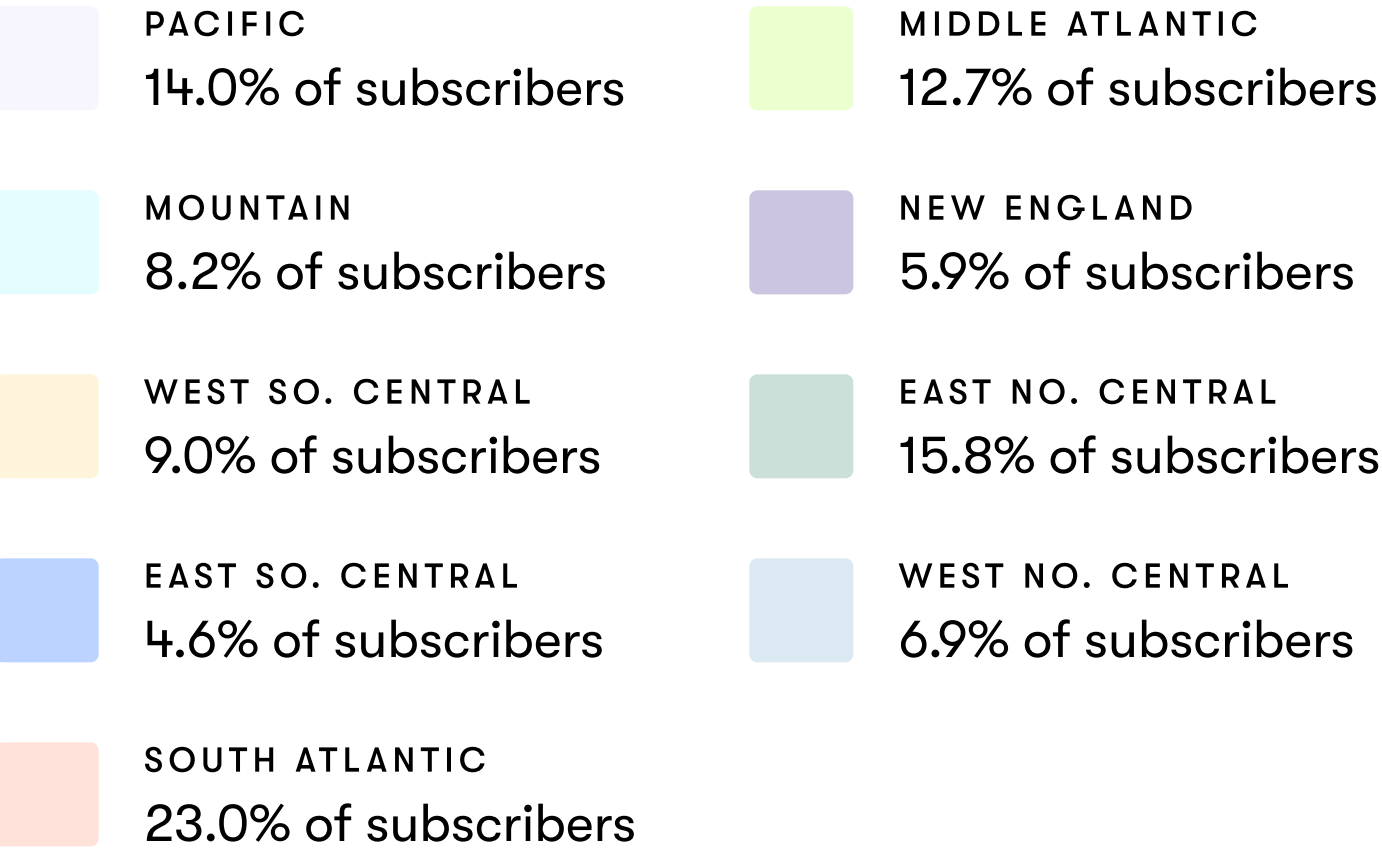


Serving builders of all sizes



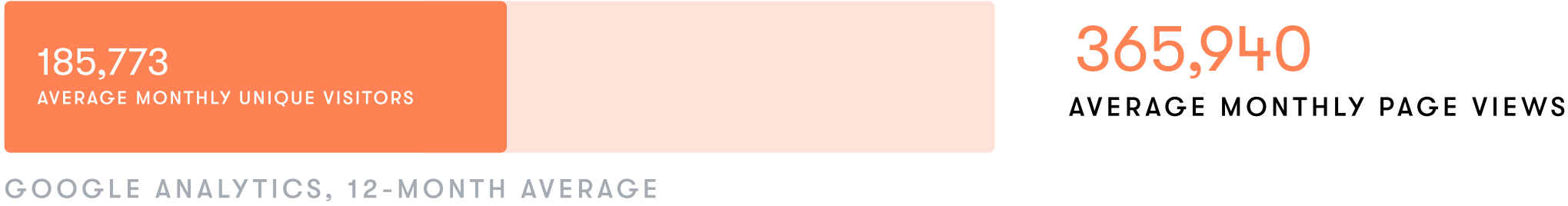
Engaged subscriber base nationwide

Geographic Analysis of Magazine Print Circulation

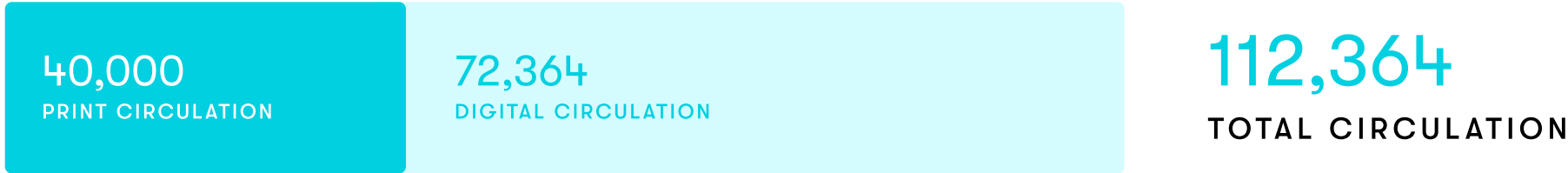


3.17 Million total engagements

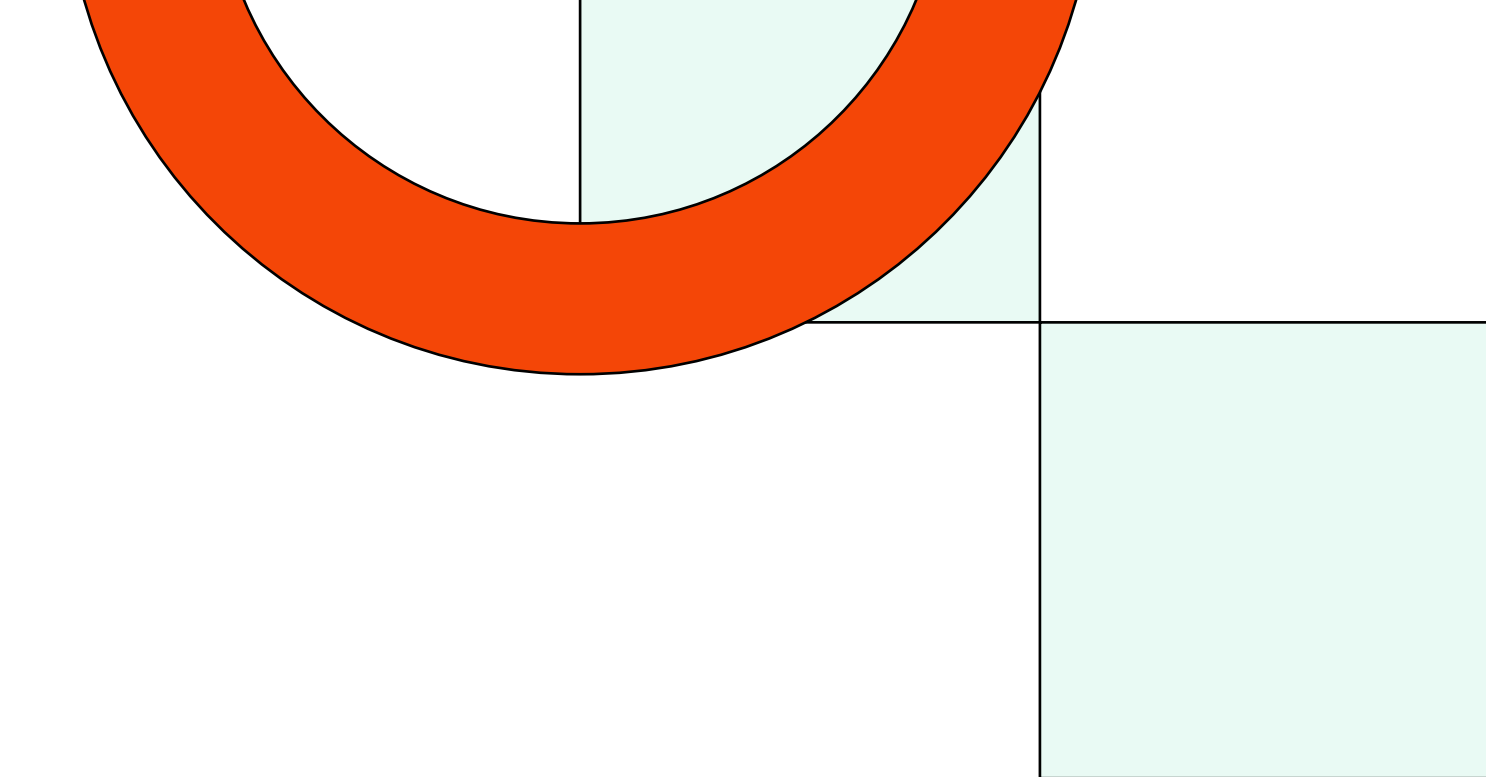
Website



Magazine



Events



Newsletters

130,000
RECIPIENTS PER ISSUE
BUILDER PULSE DAILY NEWSLETTER, WEEKDAYS

Social

AUGUST 2023

in 17,800+

X 29,800+

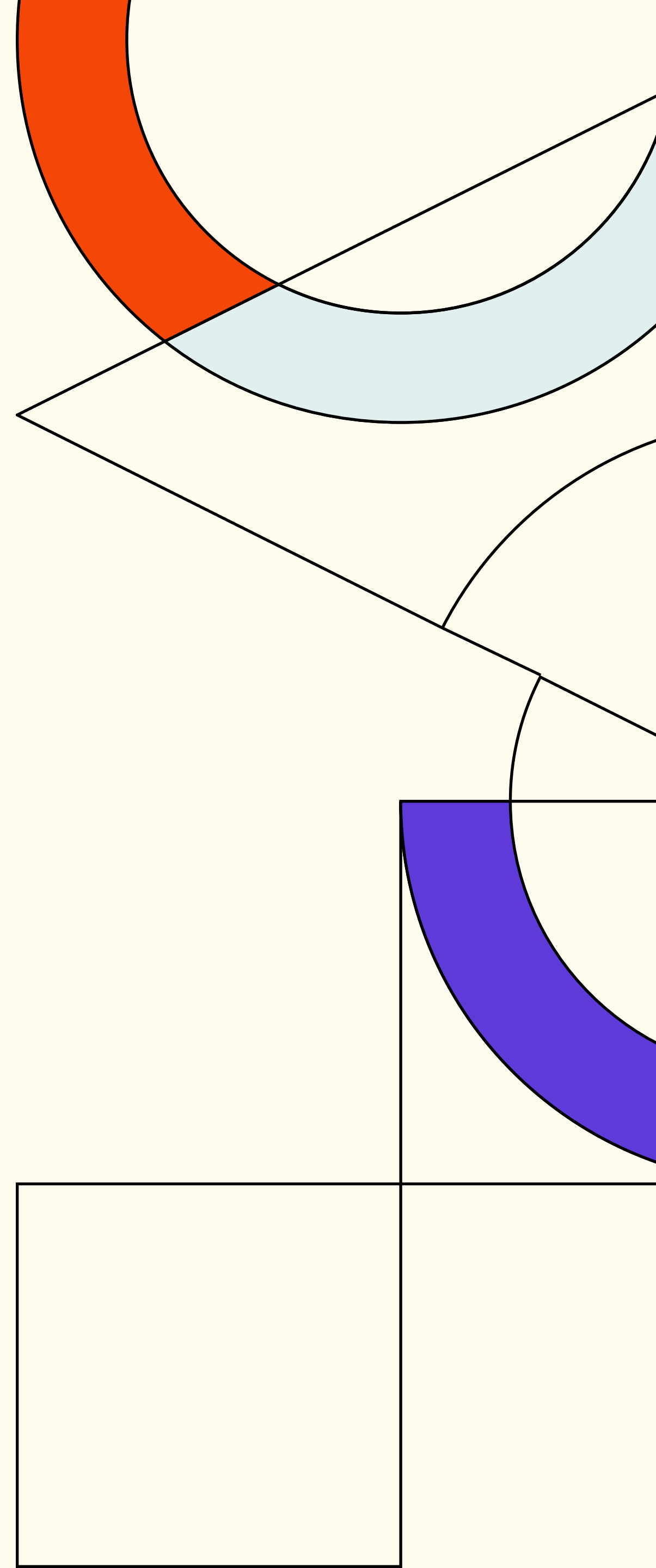
f 19,400+

Builder

TIMING IS EVERYTHING

Quarterly Packages

 **Zonda**TM
Media



QUARTER 1

Forecast & Build-to-Rent

Maximize your impact in quarter one by spearheading a strategic campaign that explores 2024’s emerging market trends and notable industry shifts. Our prepackaged solutions offer you the best ROI through tailored features designed to meet your unique needs.

Select your preferred package below.

Key topics and highlights in quarter one:

IBS/KBIS Preview

Build-to-Rent

What to Watch for Spotlight

Type	Solution	Market Dominator	Growth Catalyst	Core Accelerator
		TOTAL VALUE: \$346,250 Limit 4 Sponsors Per Quarter	TOTAL VALUE: \$111,250 Limit 10 Sponsors Per Quarter	TOTAL VALUE: \$46,750
		INCLUDED	INCLUDED	INCLUDED
Exclusive	Exclusive Insight Interview Zonda’s Inspirational Leadership Podcast Series	1	-	-
		3	-	-
High Impact	National Housing Market Update/Quarterly Forecast Webinar Sponsor Other Outlook Webinar Sponsor	1 Exclusive	1 Shared	1 Shared
		1 Exclusive	1 Shared	-
Regional Events	National Dealmakers Sponsorship Local Frame Event Sponsor - Major Markets	1 Exclusive	-	-
		3	2	1
Magazine	Full Print Ad	1	1	1
	IBS Issue Full Page “What to Watch for Spotlight” (z,+)	1	-	-
	Advertorial/Native Ad on facing page/Spread	1	-	-
Digital	Builder Pulse Newsletter Masthead+Box 1	1	1	-
	Digital ads on Builder Online (85K impressions/month)	3	2	1
	Cobranded Email Package (10,000 Qty)	2	1	1
Custom/SMS	Playbook (Trends Report, White paper) w/ 150 leads (z)	1	1	-
	Native Advertising Piece (z)	2	1	1
		\$150,000 TOTAL INVESTMENT	\$75,000 TOTAL INVESTMENT	\$35,000 TOTAL INVESTMENT
		57% Savings	33% Savings	25% Savings

z - Denotes Zonda Produced + - Denotes Quarterly Exclusive

QUARTER 2

Industry Leaders

Elevate your influence in quarter two and launch a targeted campaign that spotlights the industry’s leading professionals and builders. Our prepackaged solutions offer you the best ROI through tailored features designed to meet your unique needs.

Select your preferred package below.

Key topics and highlights in quarter two:

Builder 100 PCBC	Builder of the Year Gold Nugget	Hearthstone Builder Humanitarian Award Builder Brand Use Study
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		Market Dominator TOTAL VALUE: \$397,250 Limit 4 Sponsors Per Quarter		Growth Catalyst TOTAL VALUE: \$136,750 Limit 10 Sponsors Per Quarter		Core Accelerator TOTAL VALUE: \$46,750	
Type	Solution	INCLUDED		INCLUDED		INCLUDED	
Exclusive	Exclusive Insight Interview	1		-		-	
	Zonda’s Inspirational Leadership Podcast Series	3		-		-	
High Impact	Brand Use Study Category Sponsor (+)	2		1		-	
	National Housing Market Update/Quarterly Forecast Webinar Sponsor	1 Exclusive		1 Shared		1 Shared	
	Other Outlook Webinar Sponsor	1 Exclusive		1 Shared		-	
Regional Events	National Dealmakers Sponsorship	1 Exclusive		-		-	
	Local Frame Event Sponsor - Major Markets	3		2		1	
Magazine	Full Print Ad	1		1		1	
	Builder 100 Issue Full Page Executive/Customer Spotlight (z,+)	1		-		-	
	Advertorial/Native Ad on facing page/Spread	1		-		-	
Digital	Builder Pulse Newsletter Masthead+Box 1	1		1		-	
	Digital ads on Builder Online (85K impressions/month)	3		2		1	
	Cobranded Email Package (10,000 Qty)	2		1		1	
Custom/SMS	Playbook (Trends Report, White paper) w/ 150 leads (z)	1		1		-	
	Native Advertising Piece (z)	2		1		1	
z - Denotes Zonda Produced + - Denotes Quarterly Exclusive		\$175,000 TOTAL INVESTMENT		\$90,000 TOTAL INVESTMENT		\$35,000 TOTAL INVESTMENT	
		56% Savings		34% Savings		25% Savings	

QUARTER 3

Technology & Design

Leverage a strategic campaign in quarter three that delves into the forefront of technology and design trends in the industry. Our prepackaged solutions offer you the best ROI through tailored features designed to meet your unique needs.

Select your preferred package below.

Key topics and highlights in quarter three:

- Builder Choice Design Awards
Future of Tech
- Best of Inspirational Leadership
Public Builders Outlook

		Market Dominator TOTAL VALUE: \$346,750 Limit 4 Sponsors Per Quarter	Growth Catalyst TOTAL VALUE: \$111,250 Limit 10 Sponsors Per Quarter	Core Accelerator TOTAL VALUE: \$46,750
Type	Solution	INCLUDED	INCLUDED	INCLUDED
Exclusive	Exclusive Insight Interview	1	-	-
	Zonda’s Inspirational Leadership Podcast Series	3	-	-
High Impact	National Housing Market Update/Quarterly Forecast Webinar Sponsor	1 Exclusive	1 Shared	1 Shared
	Other Outlook Webinar Sponsor	1 Exclusive	1 Shared	-
Regional Events	National Dealmakers Sponsorship	1 Exclusive	-	-
	Local Frame Event Sponsor - Major Markets	3	2	1
Magazine	Full Print Ad	1	1	1
	Event Issue Full Page Executive/Customer Spotlight (z,+)	1	-	-
	Advertorial/Native Ad on facing page/Spread	1	-	-
Digital	Builder Pulse Newsletter Masthead+Box 1	1	1	-
	Digital ads on Builder Online (85K impressions/month)	3	2	1
	Cobranded Email Package (10,000 Qty)	2	1	1
Custom/SMS	Playbook (Trends Report, White paper) w/ 150 leads (z)	1	1	-
	Native Advertising Piece (z)	2	1	1
		\$150,000 TOTAL INVESTMENT	\$75,000 TOTAL INVESTMENT	\$35,000 TOTAL INVESTMENT
		57% Savings	33% Savings	25% Savings

z - Denotes Zonda Produced + - Denotes Quarterly Exclusive

QUARTER 4

Masterplans

Maximize your impact in quarter four by driving strategic campaigns that explores master planned communities and leading-edge innovations that will reshape the places of tomorrow. Our prepackaged solutions offer you the best ROI through tailored features designed to meet your unique needs.

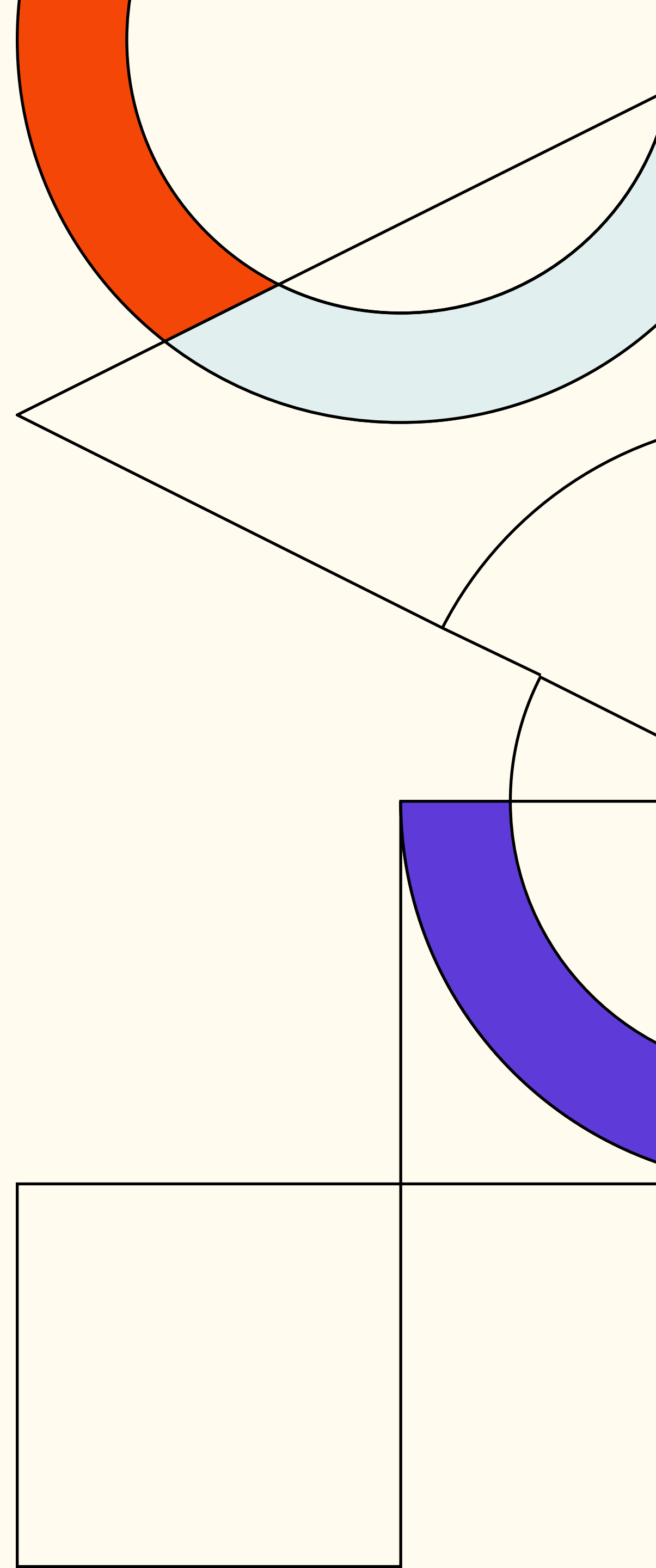
Select your preferred package below.

		Builder Connections Future Place		Future Place Legend Award Master Planned Communities		Looking Ahead to 2025	
Type	Solution	Market Dominator TOTAL VALUE: \$346,750 Limit 4 Sponsors Per Quarter		Growth Catalyst TOTAL VALUE: \$111,250 Limit 10 Sponsors Per Quarter		Core Accelerator TOTAL VALUE: \$46,750	
		INCLUDED		INCLUDED		INCLUDED	
Exclusive	Exclusive Insight Interview	1		-		-	
	Zonda’s Inspirational Leadership Podcast Series	3		-		-	
High Impact	National Housing Market Update/Quarterly Forecast Webinar Sponsor	1 Exclusive		1 Shared		1 Shared	
	Other Outlook Webinar Sponsor	1 Exclusive		1 Shared		-	
Regional Events	National Dealmakers Sponsorship	1 Exclusive		-		-	
	Local Frame Event Sponsor - Major Markets	3		2		1	
Magazine	Full Print Ad	1		1		1	
	Event Issue Full Page Executive/Customer Spotlight (z,+)	1		-		-	
	Advertorial/Native Ad on facing page/Spread	1		-		-	
Digital	Builder Pulse Newsletter Masthead+Box 1	1		1		-	
	Digital ads on Builder Online (85K impressions/month)	3		2		1	
	Cobranded Email Package (10,000 Qty)	2		1		1	
Custom/SMS	Playbook (Trends Report, White paper) w/ 150 leads (z)	1		1		-	
	Native Advertising Piece (z)	2		1		1	
		\$150,000 TOTAL INVESTMENT		\$75,000 TOTAL INVESTMENT		\$35,000 TOTAL INVESTMENT	
		57% Savings		33% Savings		25% Savings	

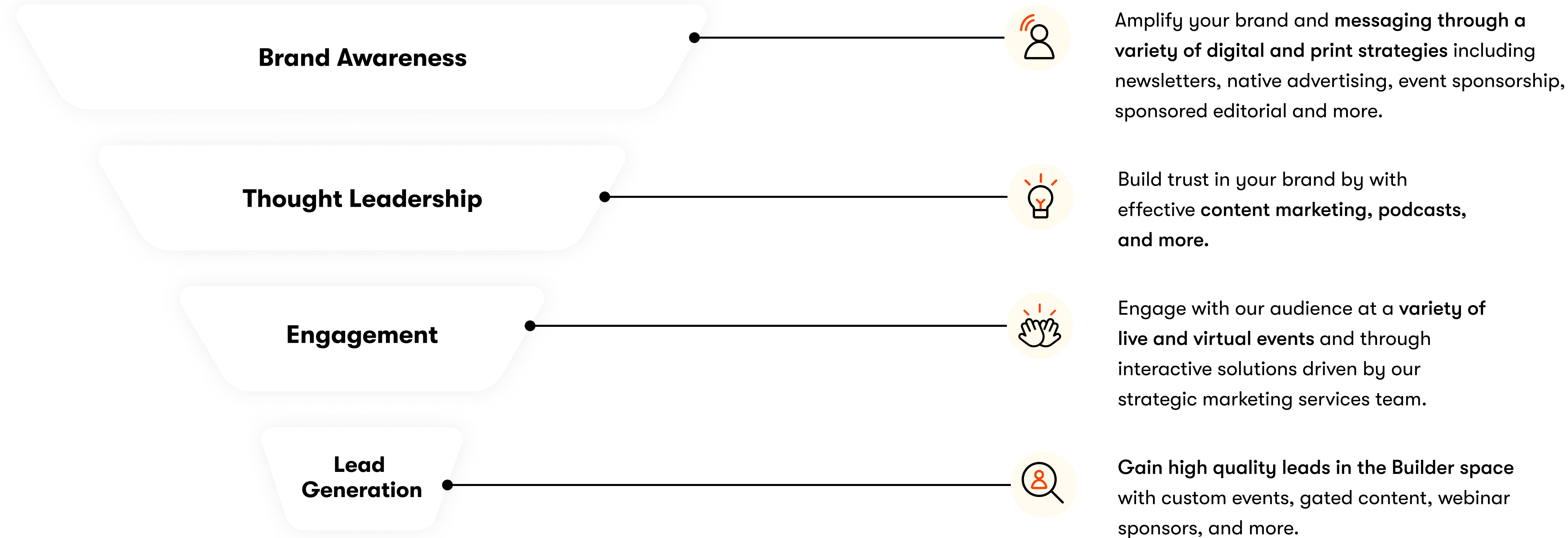
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Builder

Solutions



A platform to achieve your goals across the sales cycle



Reach your audience using a variety of channels

1

Magazine

2

Website

3

Email

4

Events

5

**Sponsored
Media**

6

**Strategic
Marketing**

7

**Advisory
Services**



Advertise in Builder Magazine

Builder Magazine is the most trusted publication by home builders. With over **40,000 print subscribers** and **72,000+ digital subscribers**, Builder is the No. 1 source for industry news and housing analysis that informs and connects professionals in the home builder marketplace.

With a legacy of 40 years in the industry, our publication stands as a beacon of high-quality content, reaching a trusted and respected audience of industry professionals. Seize the opportunity to showcase your brand to this influential readership.

Why Builder?

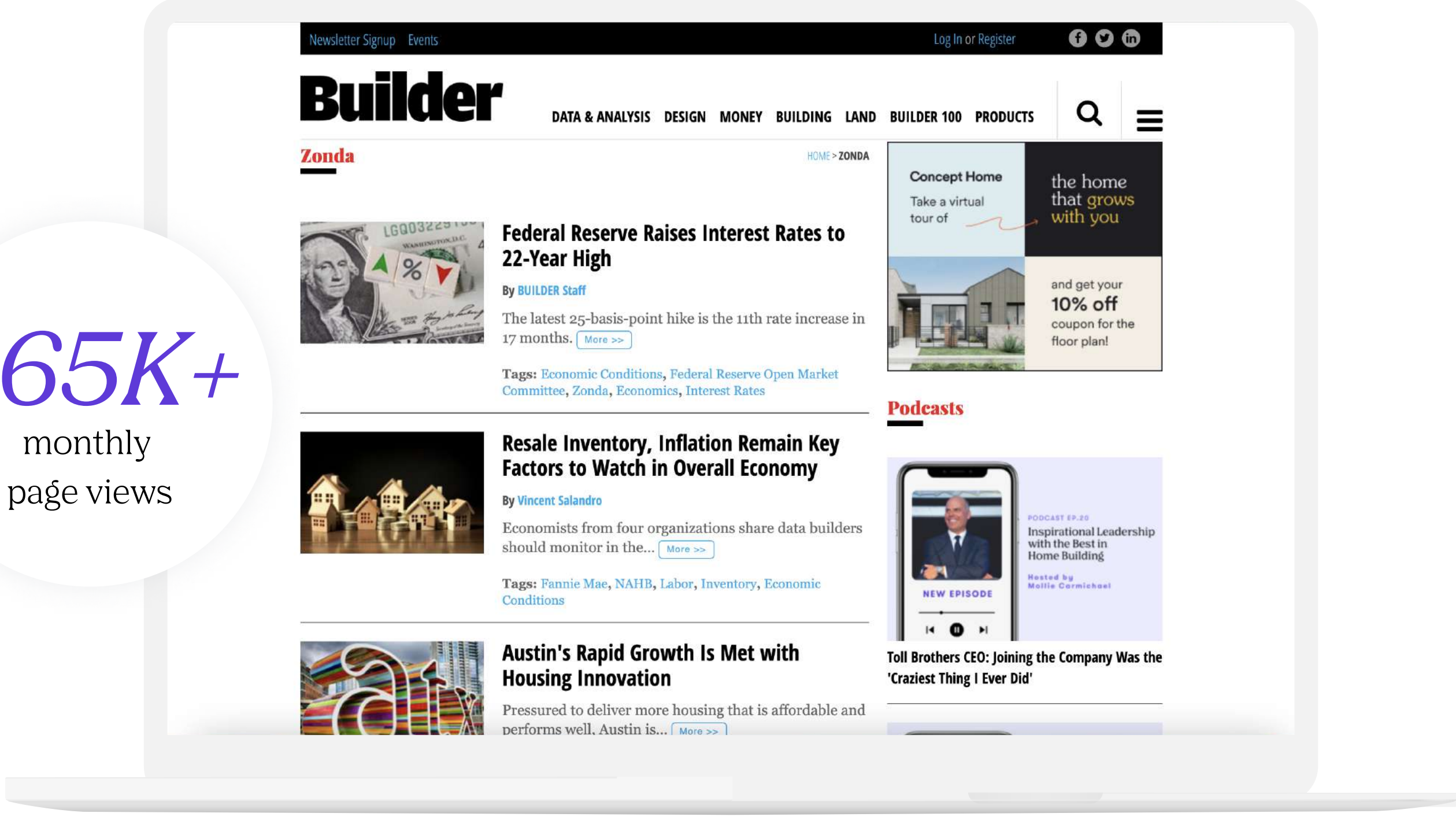
- **Access** to the industry's most notable and influential figures.
- **Insight** columns by industry experts.
- **Influential** content read by CEO's and decision makers.

Frequency: 4 issues per year



112K+
Subscribers

365K+
monthly
page views



Advertise on Builderonline.com

Builderonline.com is where to get your breaking industry news. Get your brand in front of a highly engaged audience of all levels of seniority 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 **185,000 unique visitors** per month.

Key Reports/Digital Announcements

- Builder of the Year
- Legends Award
- Hearthstone Builder Humanitarian Award
- Brand Use Study
- Builder’s Choice Design Awards
- Local Leaders



Builder Pulse Newsletter

Get your brand in front of a highly engaged audience of **130,000 subscribers** who rely on the Builder Pulse newsletter to keep them informed on all the latest trends and insights in new residential construction.

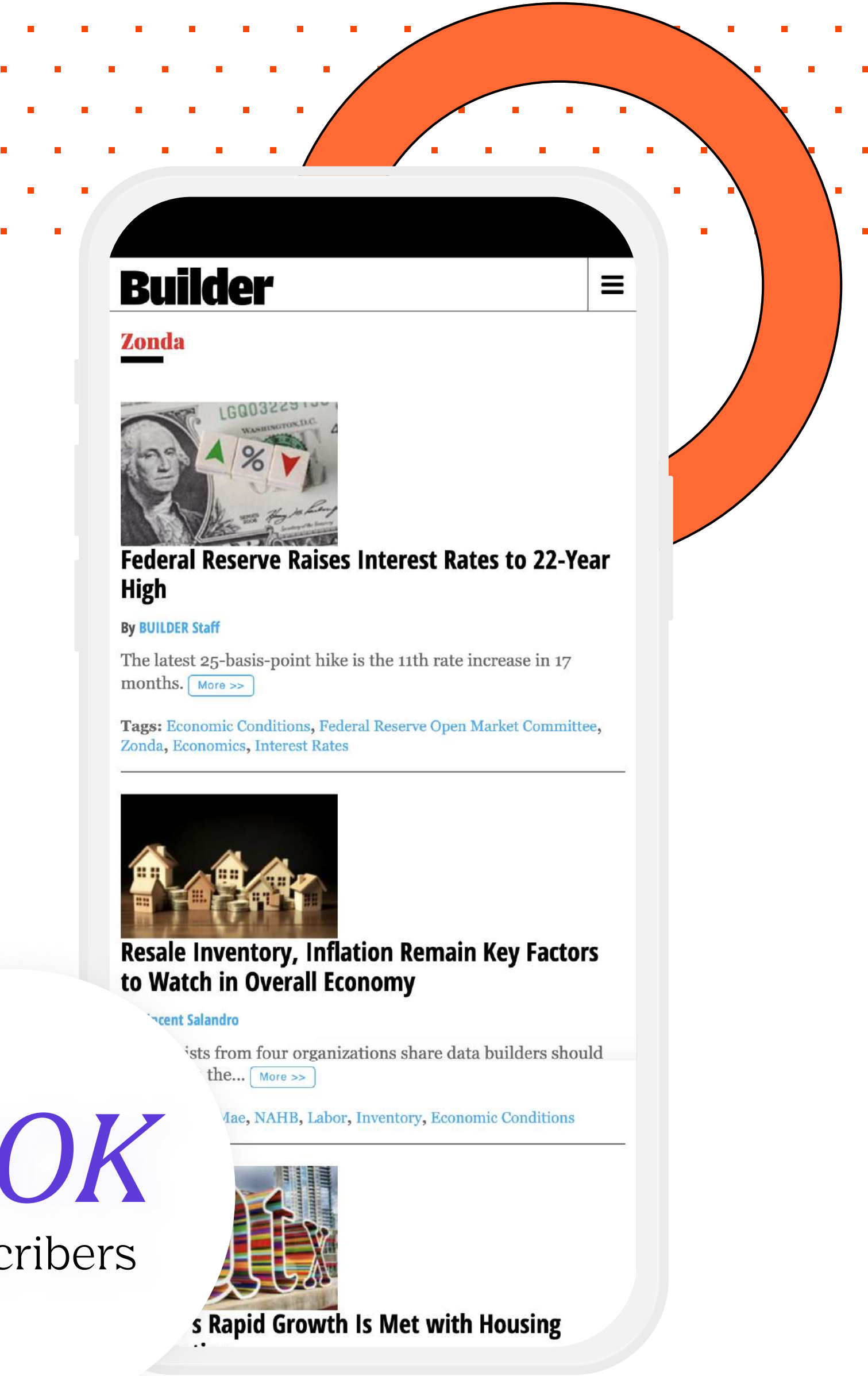
Why Pulse Newsletter?

Get directly in the inbox of home builders who trust the daily Pulse newsletter for the top headlines from Builderonline.com

Frequency: ~20 issues per month (Daily M-F)

Additional Email Opportunities:

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



130K
subscribers



Engage with Builders at our events

65+
live events

Over the past year, we've seen **33% of growth** in live event attendance. Connect with esteemed leaders all across the residential construction industry. We attract a trusted and engaged audience of senior leadership across all facets of home building. At our events, we prioritize quality by curating our sessions in-house as opposed to leaning on sponsors for content delivery.

What do you enjoy most about Builder 100?

It's great to hear perspectives of what's changing and evolving in our industry.

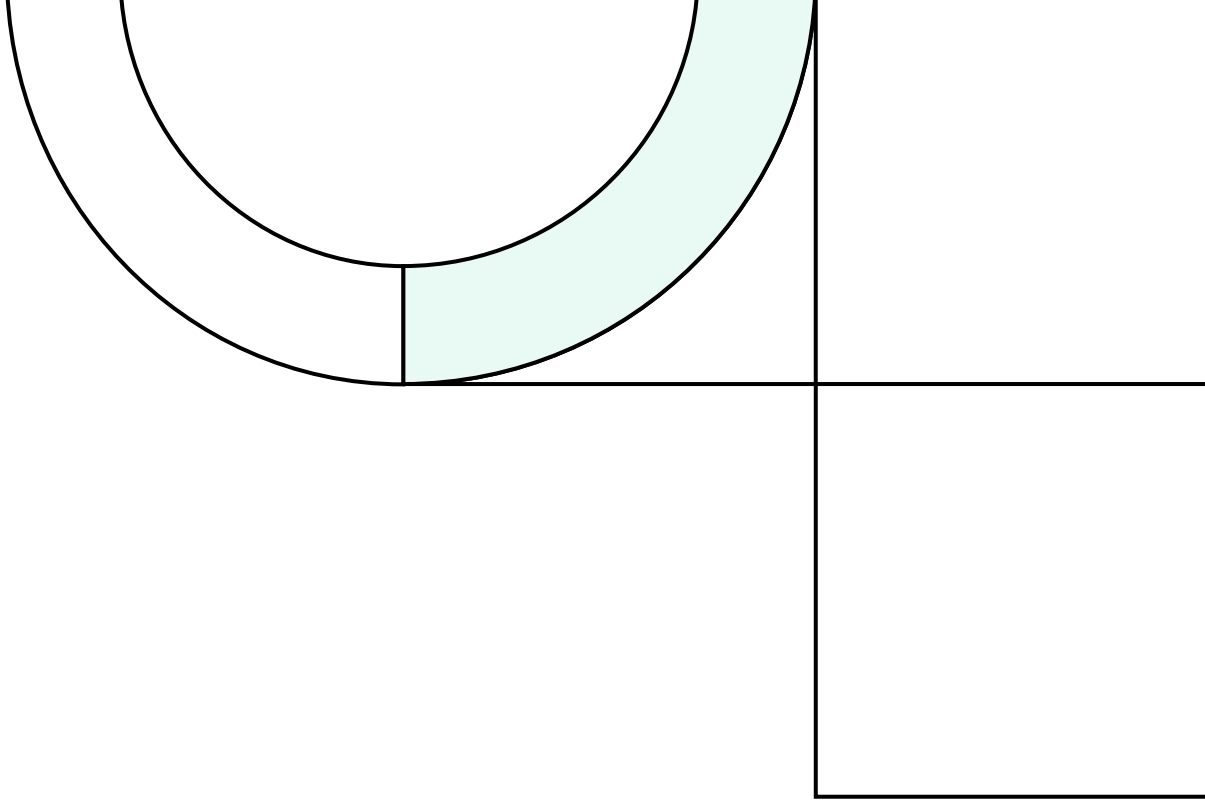
- Linnea Chapman, Corporate Vice President of Marketing, Trumark Homes

You always come away, every day with something you want to take back...the quality of the content and the panels.

- Karl Mystery, Executive Vice President, Toll Brothers



Builder Events

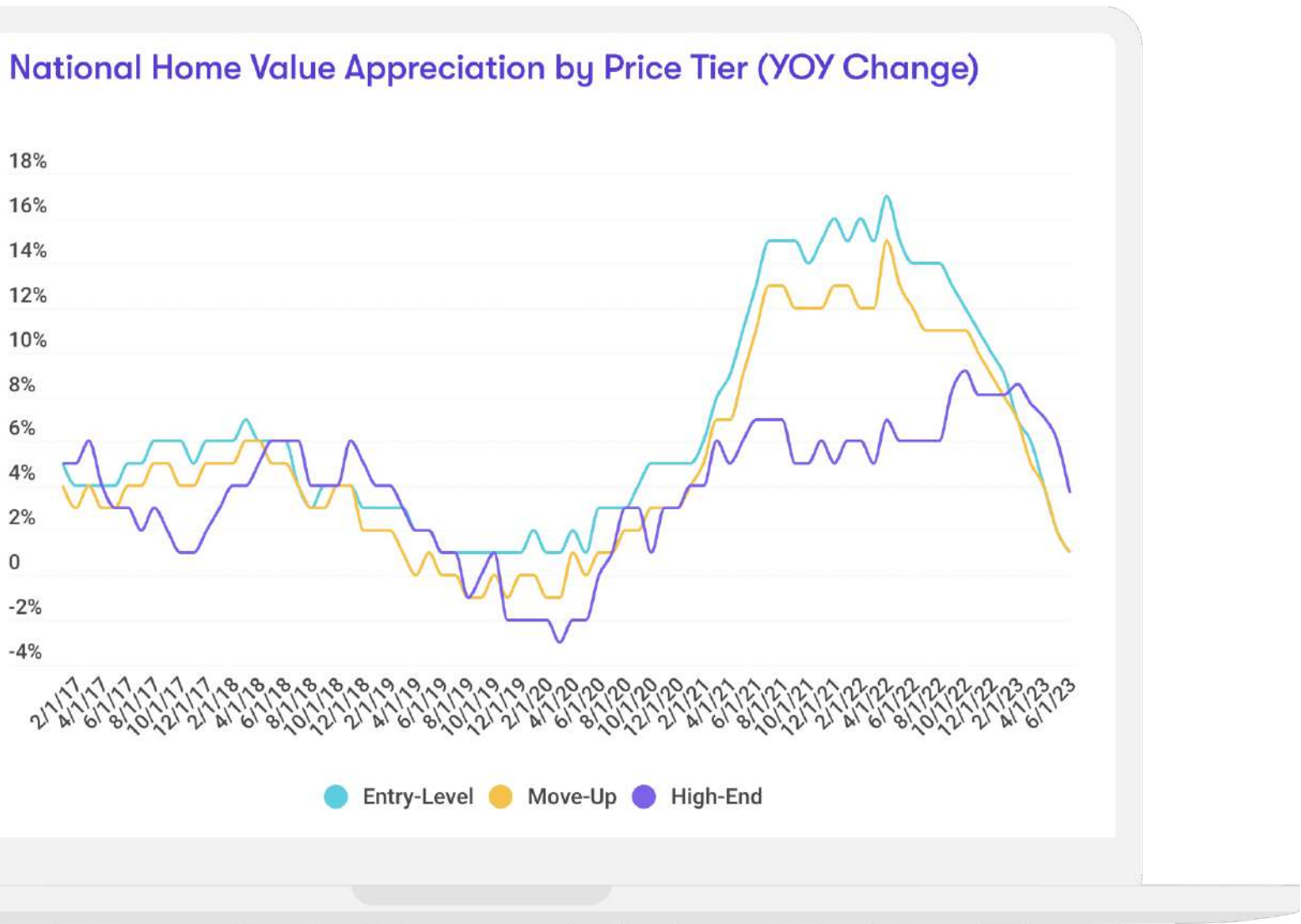


<div>Build-to-Rent</div> <div>January 29-30, 2024</div>	<div>Description: Explores the Build-to-Rent market including today's state of the single family for rent industry and investment opportunities</div> <div>Audience: Senior builder leadership. Product, design, finance, and land directors</div>	<div>On-site</div> <div>350-400 attendees</div> <div>Dallas, Texas</div>	<div>Builder Connections</div> <div>October 14-16, 2024</div>	<div>Description: Meet face-to-face, one-on-one with senior purchasing executives from the top builder organizations.</div> <div>Audience: Purchasing executives and VPs from the top builders</div>	<div>On-site</div> <div>150-200 attendees</div> <div>Arlington, Texas</div>
<div>Builder100 Leadership</div> <div>May 6-8, 2024</div>	<div>Description: Unmatched content & industry planning, focused on improving builder's top and bottom lines.</div> <div>Audience: Senior leaders from the top builders, finance, BPM, mortgage</div>	<div>On-site</div> <div>350-400 attendees</div> <div>Laguna Niguel, California</div>	<div>Dealmakers</div> <div>Year-round</div>	<div>Description: Statewide regional events covering the latest economic and housing forecast from leading experts tracking the data.</div> <div>Audience: Leaders in single-family, multifamily, and build-to-rent communities</div>	<div>On-site</div> <div>300-600 attendees</div> <div>Various Locations</div>
<div>Future Place</div> <div>October 9-11, 2024</div>	<div>Description: Exploring the future of master plan communities & provides expert insight on how leading-edge innovations will reshape the future.</div> <div>Audience: Land developers, builders, architects, and engineers</div>	<div>On-site</div> <div>250-300 attendees</div> <div>Irving, Texas</div>	<div>Frame</div> <div>Year-round</div>	<div>Description: An insider event where local market experts gather real-time data and present the latest localized real estate intelligence.</div> <div>Audience: Senior leadership at builders (Mostly Zonda data subscribers)</div>	<div>On-site</div> <div>50-200 attendees</div> <div>Various Locations</div>



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

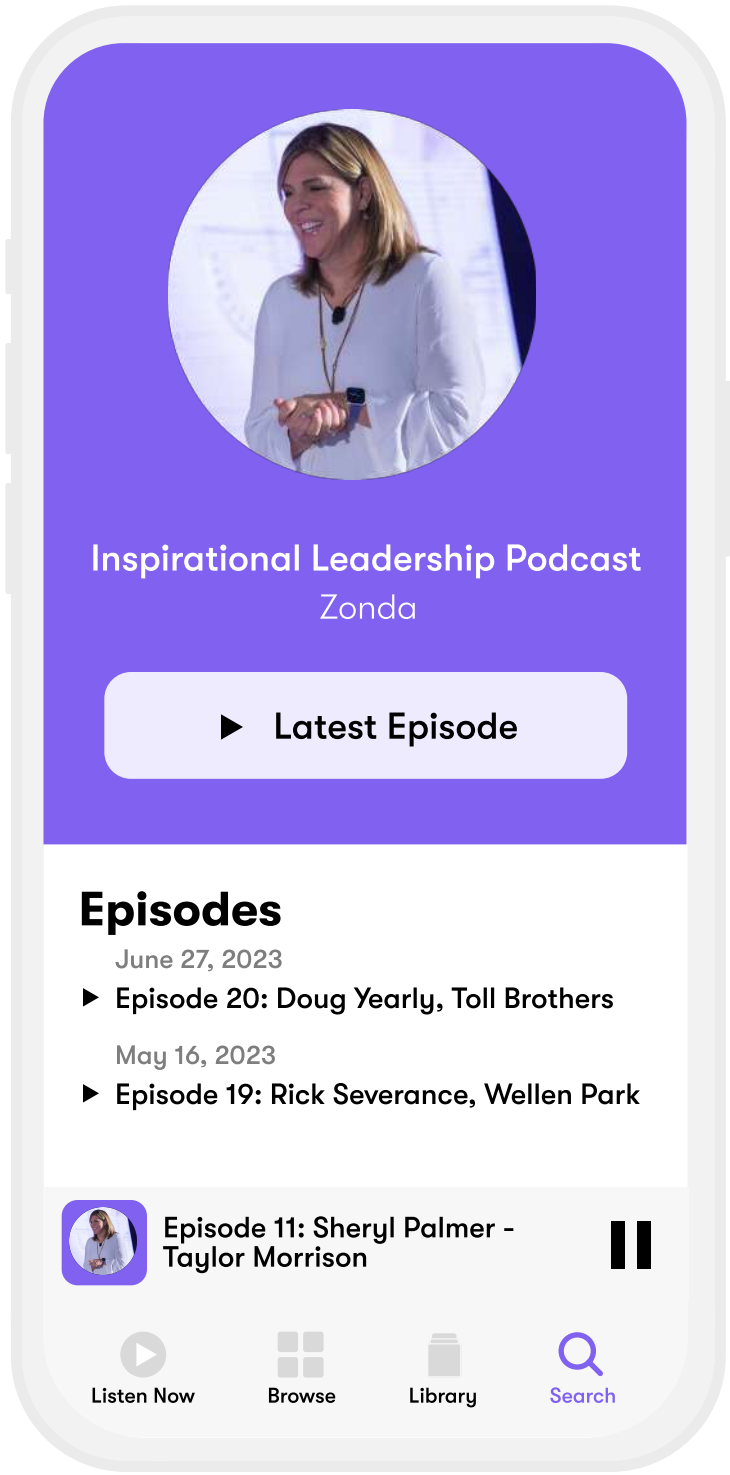
Connect with your targeted audience through exclusive webinars featuring our leading advisors.



Topics covered by our leading advisors include: Housing Market Updates, Quarterly Forecasts, Building Products, Multifamily, 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

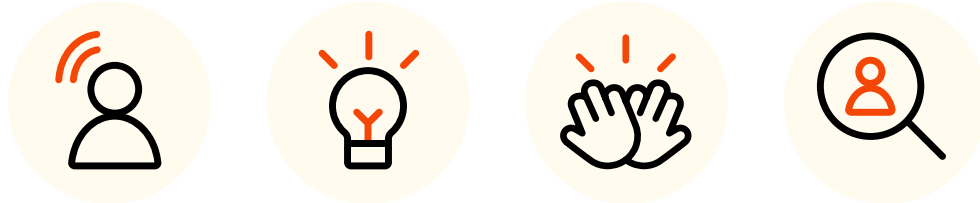
Engage professional audiences through a multimedia content-marketing solution embedded in a trusted editorial environment.



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

Magazine

Subscribers: 40K+ Print, 72K+ Digital

Website

176K+ Unique Visitors

Newsletter

130K Daily Mon-Fri

Inspirational Leadership Podcast

205K+ potential reach

Native Intel

300-500 word article - cross platforms

Cobrands

Targeted emails - 100% share of voice

Housing Market Webinars

16K+ annual registrants

Demand Gen

Qualified leads

Events

Builder 100, Builder Connections, Future Place



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

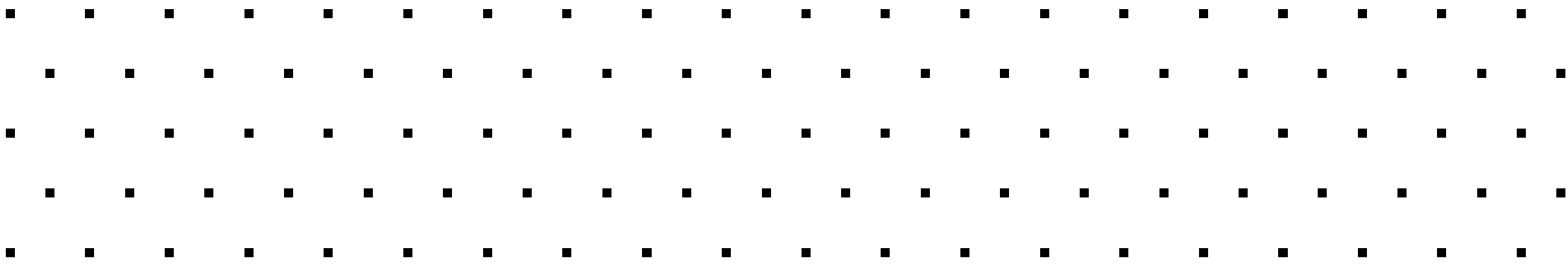
2000+

total annual engagements

40+

expert advisors

Content Calendar



	Digital Focus	Additional Content	Shows and Distribution	Deadlines
Quarter 1 Spring Selling 2024	January: Economic Outlook February: Systems March: Faucets and Sinks	Build-to-Rent 2024 Product Preview Design Trends	IBS	Print close date: 01/16/24 Ad materials due: 01/18/24
Quarter 2 Builder 100	April: Technology May: Decking and Landscape June: Lighting	Builder of the Year Hearthstone Builder Humanitarian Award Sustainable Product Guide Builder Brand Use Study	Builder 100 PCBC	Print close date: 03/25/24 Ad materials due: 03/28/24
Quarter 3 Master-Planned Communities	July: All American Products August: Technology September: Surfaces	Legends Award Local Leaders Gold Nugget Awards Tech Product Guide	Future Place Builder Connections	Print close date: 06/28/24 Ad materials due: 07/03/24
Quarter 4 Design Awards	October: Doors and Windows November: Appliances December: Outlook	2025 Economic Outlook Builder 2025 Playbook Interior Product Guide	N/A	Print close date: 10/15/24 Ad materials due: 10/18/24



Building the future
of housing™