

HOMES

Every Friday in The Blade

Build Up Your Profit Margin With Your Advertisement in HOMES!

As the economy has improved, home sales are taking off. And when you advertise in The Blade's Homes section, your sales will, too!

The Blade HOMES

A tabloid published every Friday

Between September, 2013 and September, 2014, area home sales increased by 5% — and the median sales price jumped by a whopping 31%!

**Source: Toledo Board of Realtors, Third Quarter Report, 2014*

In the past year, more than 15,000 people in Lucas, Wood, Fulton and Ottawa counties in Ohio and Monroe County, Michigan, moved. Of these, nearly 3,000 were first time homebuyers!

Source: Media Solutions Group

Readers of HOMES in The Blade are not just looking for real estate, but for all the things that go into making a house a home: furniture, furnishings, services like landscaping and plumbing, insurance and more. And don't forget the big-ticket items: new kitchens, updated bathrooms, a new roof.

But don't just take our word for it:

"HOMES is effective. When our story appears in HOMES, we have people show up at our open house with HOMES in their hands," says JP Ankney, co-owner of Gulfstream Development.

Build your profits starting today! Call your Blade representative or 419-724-6350 for more information or to place your ad.

Rates and Sizes

SIZE	BLACK & WHITE	COLOR
Back Page (Premium Position 5 columns (9.175") x 10.75")		\$1,106
Full Page 5 columns (9.175") x 10.75"	\$615	\$725
Sr. Half Page, 3 columns (5.4417") x 10.75"	\$516	\$580
Half Page, horizontal 5 columns (9.175") x 5.25"	\$420	\$475
Jr. Half Page 3 columns (5.4417") x 8"	\$344	\$387
Sr. Quarter Page 3 columns (5.4417") x 5.25"	\$252	\$285
Jr. Quarter Page 2 columns (3.575") x 5.25"	\$168	\$189
Sr. Eighth Page 3 columns (5.4417") x 2.50"	\$120	\$135
Jr. Eighth Page 2 columns (3.575") x 2.50"	\$ 80	\$ 90
Front Page Strip 5 columns (9.175") x 2.00"		\$1,250

Space deadline: Tuesday at noon prior to publication.

Print-ready deadline: Wednesday at noon prior to publication.



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Reach these active readers with your ad in HOMES:

- ▶ **95%** of those who plan to purchase a new television in the next 12 months
- ▶ **90%** of those who plan to buy furniture in the next 12 months
- ▶ **87%** of adults who plan to purchase a bed or mattress
- ▶ **86%** of homeowners who intend to purchase another home within two years
- ▶ **82%** of those who intend to purchase a major household appliance within the next year
- ▶ **81%** of adults who plan to remodel a home within the next 12 months
- ▶ **75%** of adult renters who plan to buy a home within two years
- ▶ **77%** of adults who want to buy a home within the next two years

(Read The Blade and toledoblade.com weekday and Sunday. Source: The Media Audit, February/March 2013)

Metro Toledo area Blade and toledoblade.com readers spent:

- ▶ **\$69.3** million on household decorative items
- ▶ **\$57.8** million on sofas
- ▶ **\$33.4** million on living room tables

(Source: The Media Audit, Consumer Spending Report, March 2013)

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