

# HOMEPROS® 2026 DETROIT M E D I A K I T





# Lead Generation Experts With a Reputation of Over 40 Years

## What We Do...

HomePros is a premier home improvement, service, and lifestyle magazine with a legacy of over 40 years of excellence. We have earned the trust of both homeowners and industry professionals, establishing a strong reputation for quality and reliability.

With audited and verified proof of mailing, our carefully selected distribution reaches the most desirable single-family homes and neighborhoods. Unlike saturation mailing, our targeted "by rooftop" approach is based on home values, income levels, property age, and credit ratings, ensuring your brand is seen by the ideal audience of qualified homeowners.

In addition to our print solutions, HomePros offers fully customizable digital campaigns tailored to your marketing needs. Whether through print or digital, we help you get more leads.

With an 87% year-over-year retention rate, HomePros is proud to partner with Metro Detroit's leading home improvement contractors, service providers, and home lifestyle companies. Our readers trust us when they need home repairs or improvements, and they'll trust you too.

In addition, we've partnered with **WJR & The Inside Outside Guys** to collaborate in helping Metro Detroiters with all of their home improvement projects!



**Ken & Chuck, The Inside Outside Guys are Live 10am-noon every Sat. & Sun. on News Talk 760 WJR!**

 We're also a proud partner of the **Home Builders Association of Southeast Michigan** and the exclusive program partner of the Novi Home Shows!

Contact a HomePros multi-media marketing specialist today to discover how we can help your brand reach the perfect audience.

## Analyze Your Results & Make More Money

Account for All Leads with Call Tracking from HomePros

- ✓ Real Time Reporting and Call History
- ✓ Listen to Every Call You Receive
- ✓ Monitor Your Calls & Increase Your Sales



# 90%

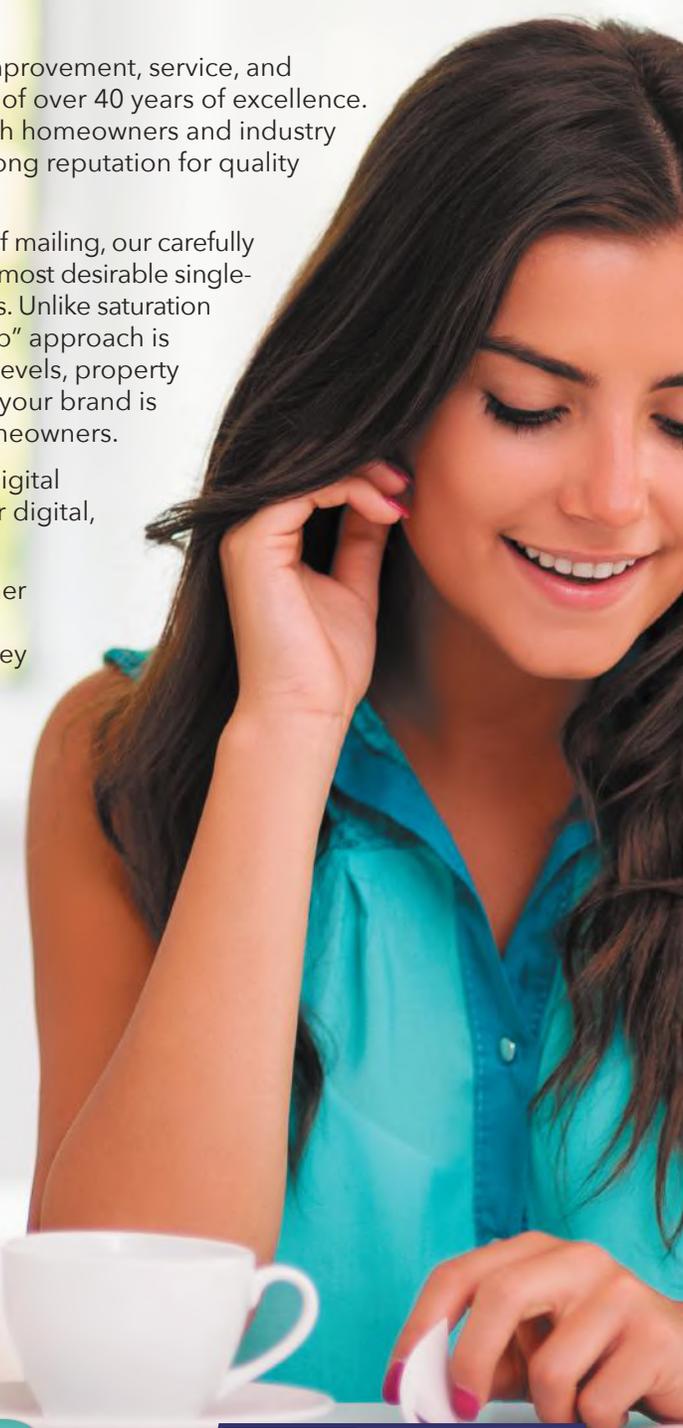
of our advertisers are able to cover the price of the ad with one or two jobs.



Audited & Verified Proof of Mailing

**Women account for 80% of the purchasing decisions in nearly every industry, including home building and renovating.**

\* <https://www.realhomes.com/features/how-to-deal-with-contractors-as-a-woman>



\$466k

Average Home Value

51

Years Average Age of Home

55

Years Average Age of Homeowner

## CO-OP ASSISTANCE

Many manufacturers and distributors share the cost of local advertising to help promote their products, so you may have co-op advertising funds available!



### WE HELP YOU WITH:

- Accrual research
- Brand advertising opportunities
- Advertising approval service
- Co-op claim documentation



Inserts



Postcards



Advertorials

## Over 25 Digital Offerings Including:

Direct mail campaigns that combine print & digital have a

**28% HIGHER**

conversion rate than campaigns that use only one channel.\*

\*<https://persuasion-nation.com/direct-mail-marketing-statistics> (2024)



Email Marketing



TV / OTT Streaming



Audio Streaming



Website Creation



SEM / PPC



Addressable Geofencing



Social Media



Reporting / Analytics

### HomePros.com

Join the hundreds of qualified home improvement contractors and service providers who rely on HomePros to help keep their schedules full. There's a whole world of homeowners thinking about their next project. Become part of our esteemed network of qualified professionals.



### HOMEPROS CERTIFIED PROS ARE:

- ✓ **LICENSED** - for services that require a license
- ✓ **BONDED** - when needed
- ✓ **INSURED** - workers' comp & company liability
- ✓ **GOOGLE RATING** - 4 or more stars



### CONSUMER LEAD TOOL:

GET ESTIMATE



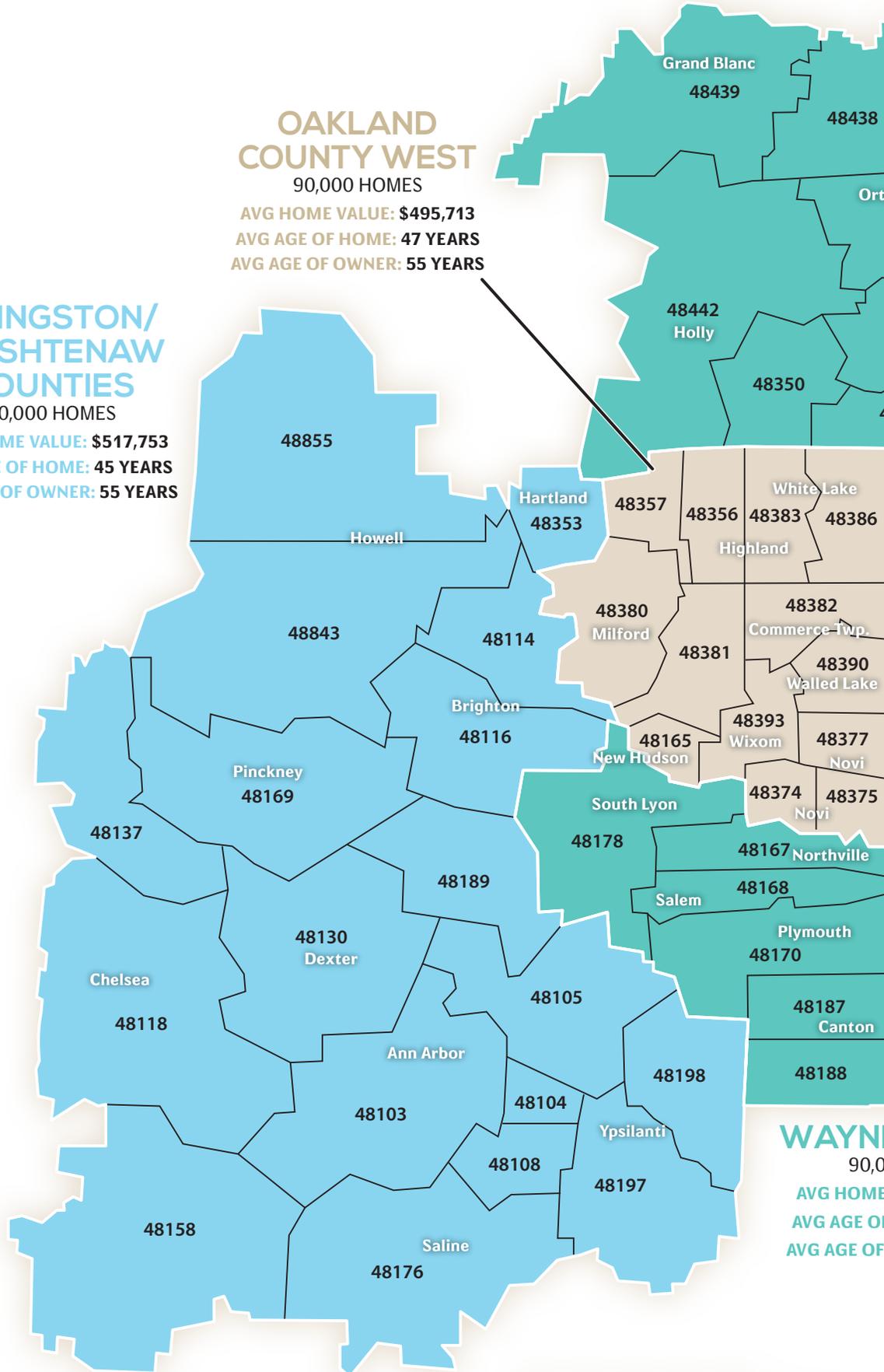
New customers drive business. HomePros delivers lead generation to help you grow. Consumers seek HomePros.com for their home project needs and we will match them with 3 of our certified partners based on location, type of project, and send them directly to you!

## Targeted Audience of the Most Desirable Homes

# DETROIT 63

**LIVINGSTON/  
WASHTENAW  
COUNTIES**  
90,000 HOMES  
AVG HOME VALUE: \$517,753  
AVG AGE OF HOME: 45 YEARS  
AVG AGE OF OWNER: 55 YEARS

**OAKLAND  
COUNTY WEST**  
90,000 HOMES  
AVG HOME VALUE: \$495,713  
AVG AGE OF HOME: 47 YEARS  
AVG AGE OF OWNER: 55 YEARS



**WAYNE**  
90,000 HOMES  
AVG HOME VALUE: \$495,713  
AVG AGE OF HOME: 47 YEARS  
AVG AGE OF OWNER: 55 YEARS

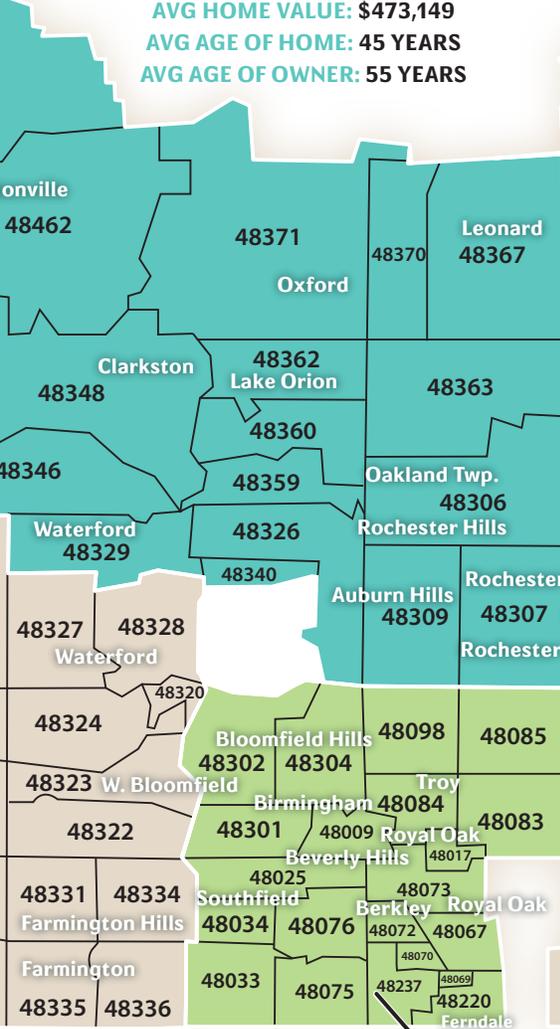
# 0,000 HOMES

Income Select Single-Family Homes / NO Apartments

## OAKLAND COUNTY NORTH

90,000 HOMES

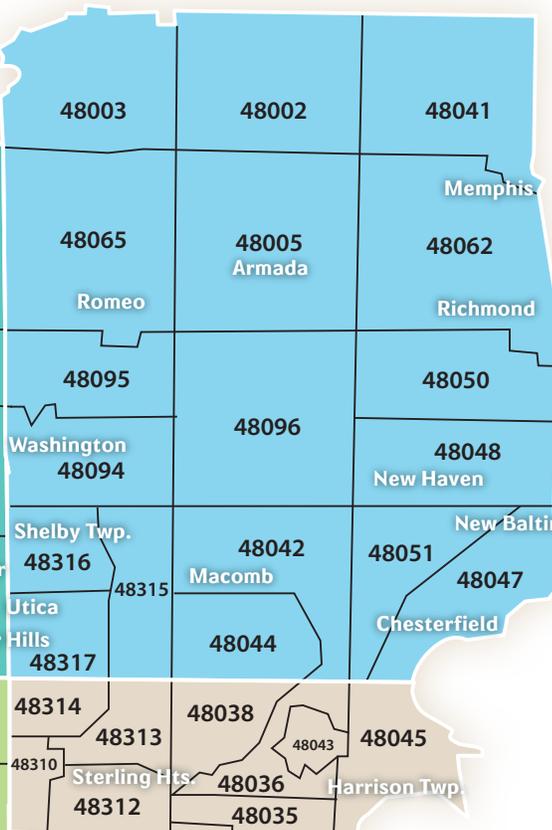
AVG HOME VALUE: \$473,149  
AVG AGE OF HOME: 45 YEARS  
AVG AGE OF OWNER: 55 YEARS



## MACOMB COUNTY NORTH

90,000 HOMES

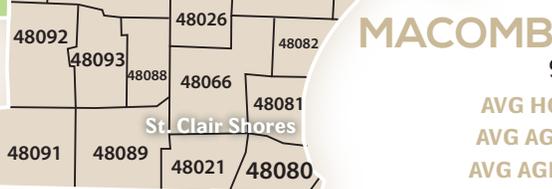
AVG HOME VALUE: \$442,848  
AVG AGE OF HOME: 38 YEARS  
AVG AGE OF OWNER: 55 YEARS



## MACOMB COUNTY SOUTH

90,000 HOMES

AVG HOME VALUE: \$364,777  
AVG AGE OF HOME: 58 YEARS  
AVG AGE OF OWNER: 55 YEARS



## OAKLAND COUNTY EAST

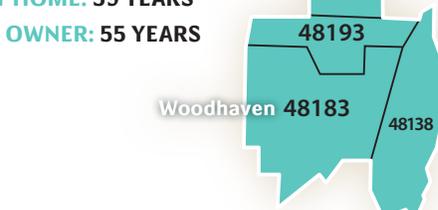
90,000 HOMES

AVG HOME VALUE: \$554,491  
AVG AGE OF HOME: 63 YEARS  
AVG AGE OF OWNER: 54 YEARS

## WALTON COUNTY

90,000 HOMES

AVG HOME VALUE: \$407,197  
AVG AGE OF HOME: 59 YEARS  
AVG AGE OF OWNER: 55 YEARS



ISSUE	DEADLINE	IN-HOME*
<b>2026 ANNUAL DIRECTORY</b>	December 19	January 21
<b>Late Feb/March</b>	January 29	February 20
<b>March/April</b>	February 26	March 20
<b>April</b>	March 25	April 20
<b>May</b>	April 24	May 20
<b>June</b>	May 28	June 19
<b>July</b>	June 25	July 22
<b>August</b>	July 27	August 20
<b>September</b>	August 25	September 21
<b>October</b>	September 28	October 22
<b>November</b>	October 29	November 20



Audited & Verified Proof of Mailing

\*Estimated delivery dates (3 days +/-). We anticipate the mailing will be delivered on the scheduled in-home date but cannot guarantee USPS delivery date.

# 87%

## Customer Retention Year After Year



13 YEARS



27 YEARS



14 YEARS



32 YEARS



12 YEARS



15 YEARS



15 YEARS



27 YEARS



17 YEARS



15 YEARS



13 YEARS



17 YEARS



22 YEARS

CALL US TODAY FOR A CUSTOMIZED MARKETING CAMPAIGN

### HOMEPROS

An InnoVera Media Company

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CHICAGO | DETROIT | SOUTH FLORIDA | MINNEAPOLIS/ST. PAUL