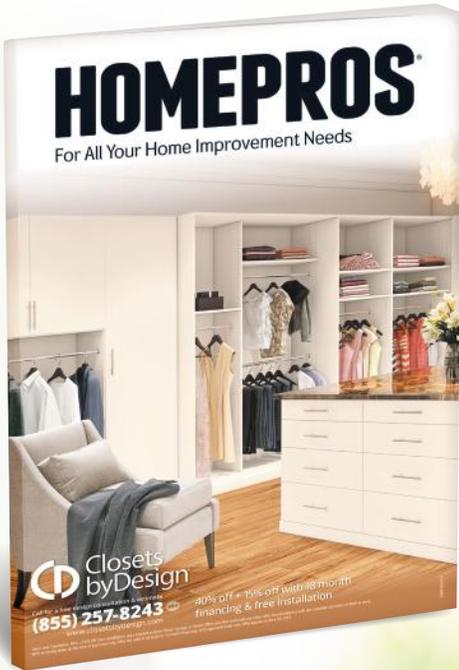


HOMEPROS® 2026 CHICAGO M E D I A K I T





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 Chicagoland'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.

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

90% of our advertisers are able to cover the price of the ad with one or two jobs.

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

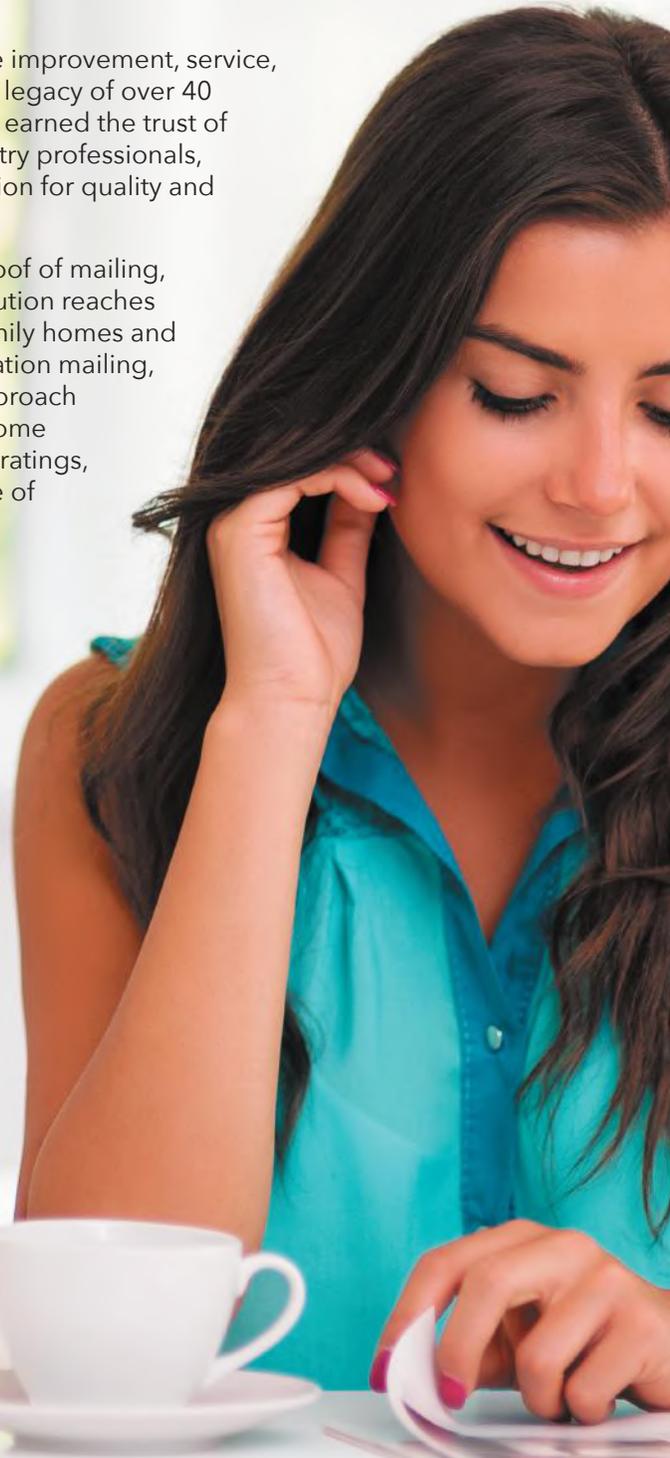


Women account for 80% of the purchasing decisions in nearly every industry, including home building and renovating.

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



Audited & Verified Proof of Mailing



\$587k
Average Home Value

45
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!



Inserts



Postcards



Advertorials



WE HELP YOU WITH:

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

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

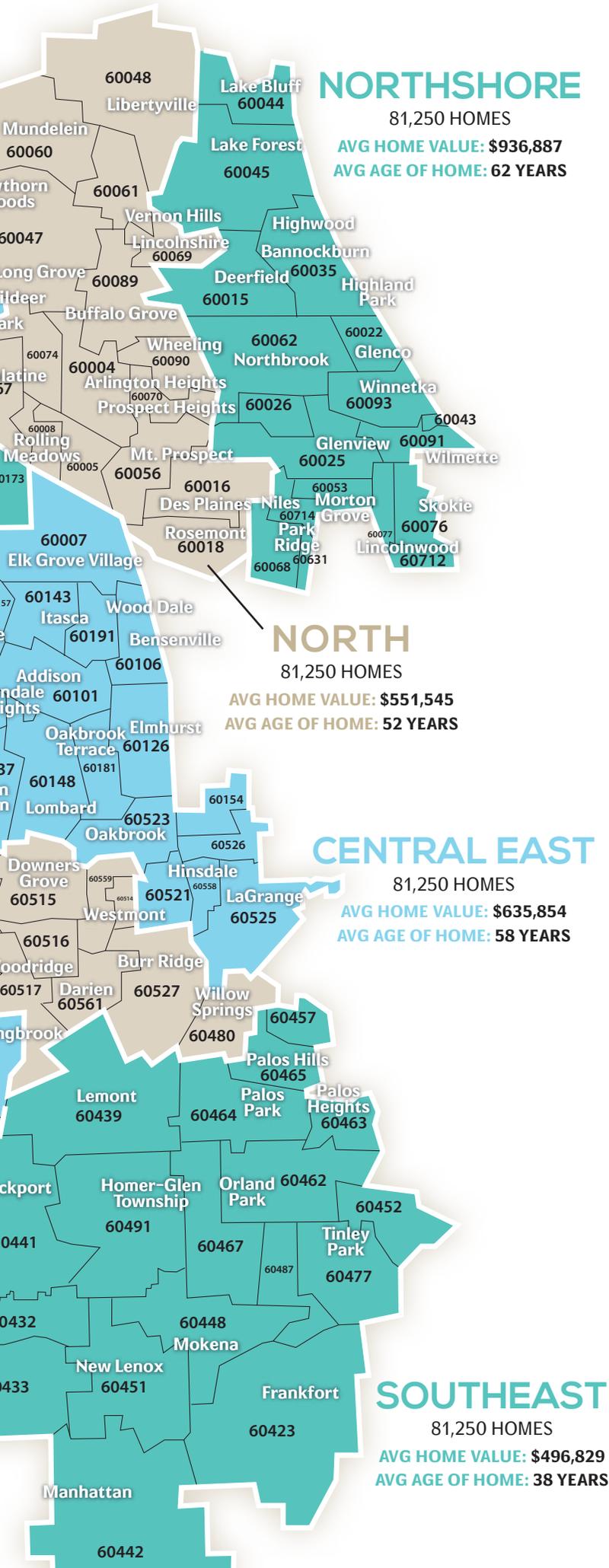


CONSUMER LEAD TOOL:

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

CHICAGO 650,000 HOMES

Income Select
Single-Family Homes /
NO Apartments

ISSUE	DEADLINE	IN-HOME*
2026 Annual Directory	January 26	February 19
March/April	February 23	March 19
April	March 23	April 16
May	April 13	May 7
May/June	May 4	May 28
June/July	June 1	June 25
July/August	July 2	July 27
Aug/Sept	July 27	August 20
September	August 24	September 17
October	September 21	October 15
November	October 19	November 12

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



Audited & Verified Proof of Mailing

87%

Customer Retention Year After Year



3DAYBLINDS®
YOU'LL LOVE THE TREATMENT

11 YEARS



12 YEARS



14 YEARS



15 YEARS



22 YEARS

Garage Flooring
Experts

21 YEARS



13 YEARS



NORTHWEST
FENCE COMPANY

17 YEARS



12 YEARS



13 YEARS



WellExpert™

22 YEARS



14 YEARS

CALL US TODAY FOR A CUSTOMIZED MARKETING CAMPAIGN

HOMEPROS

An InnoVera Media Company

1834 Walden Office Square, Ste. 470 • Schaumburg, IL 60173
800.495.5464 • infoch@homepros.com • www.HomePros.com



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