

BEFORE YOU BUY, BUILD OR REMODEL...

2016 MEDIA PROFILE

www.greaterpittsburghnewhome.com

GREATER PITTSBURGH'S

NEWHOME





Greater Pittsburgh's NEW HOME is the first, comprehensive source of market information for newcomers, current residents as well as all professionals in the residential real estate business for the Greater Pittsburgh area.



NEW HOME will give insight about today's marketplace, our regional economic outlook, individual and project profiles as well as in-depth feature articles on the issues and personalities driving our region's residential market.

Our editorial content presents the very best our region has to offer in new housing communities, locations and developments that showcase homebuilding and remodeling projects for today's consumer. Discover state of the art features in comfort, technology, craftsmanship, innovation and style in modern residential living.

Before you buy, build or remodel a home, Greater Pittsburgh's NEW HOME is required reading! Let us help you create the home that meets your personal dreams, goals and needs.



The most comprehensive

resource on residential real estate,

combined with an effective and efficient

distribution network means NEW HOME

advertisers get results!

Greater Pittsburgh's NEW HOME is a glossy, 4-color magazine published quarterly with an effective FREE distribution network targeting high-income homeowners.

DIRECT MAIL

Our targeted readers are affluent homeowners, 25-55 years of age. Also, industry professionals are part of this direct mail readership as well.

MASS DISTRIBUTION

Over 500 indoor display racks including high-end retailers, financial institutions and real estate offices. (Mass distribution list is updated monthly.)

WWW.GREATERPITTSBURGHNEWHOME.COM

Additional editorial and advertising visibility is offered through our web site. Free listings for advertisers with direct links to their web site.

What it all adds up to for you as an advertiser...

- An interested, motivated audience, attentive to your advertising message.
- A unique reach and coverage of Greater Pittsburgh's residential real estate professional and potential new homeowners — a complex market to identify and attract.
- A quality editorial and artistic format — a successful advertising vehicle to market your products and services.



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