

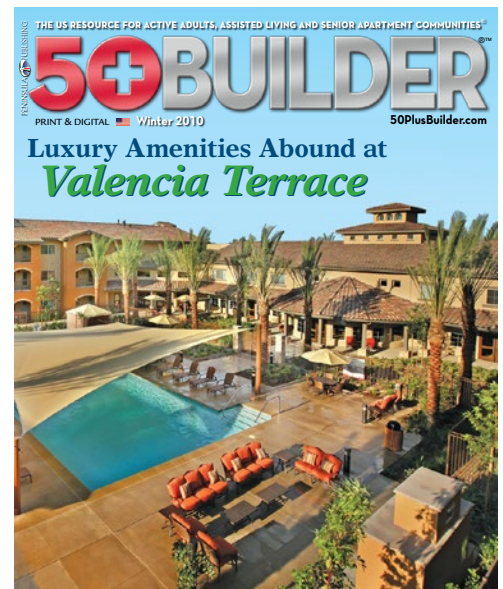
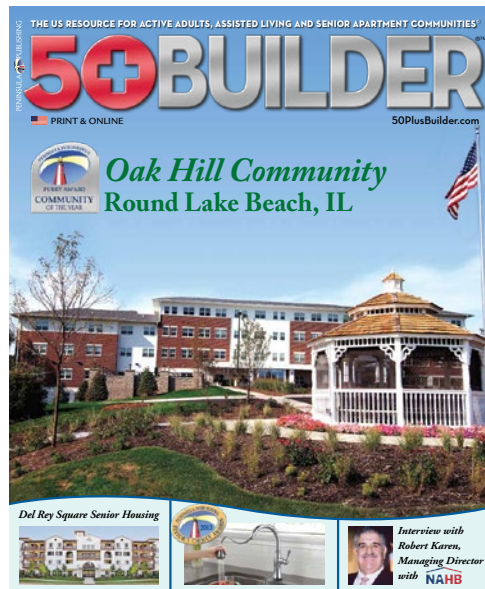
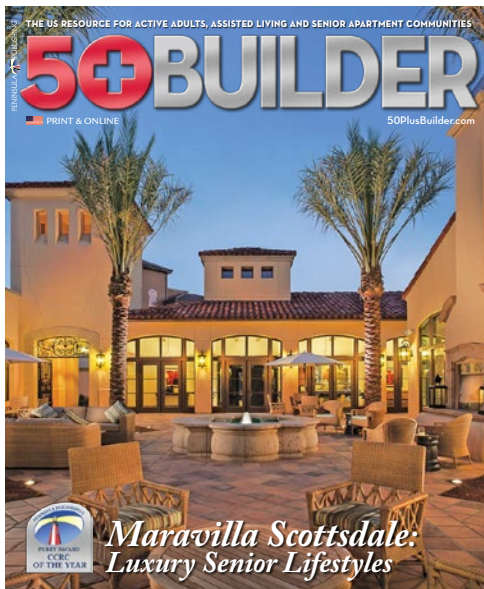
*“The Peninsula Publishing line-up of building-related publications is an excellent way to communicate with all the stakeholders in the field of homebuilding. The publications are top quality and the publishing team is professional, no matter the technological innovations in media and communications, knowledge and substance will always be the critical quality elements and Peninsula Publishing puts quality content first.”*

*— Henry Cisneros, Chairman of CityView*

# 50+ BUILDER™

THE US RESOURCE FOR ACTIVE ADULTS, ASSISTED LIVING AND SENIOR APARTMENT COMMUNITIES

## VOLUME 12, 2016



## 2016 MEDIA KIT

PENINSULA  PUBLISHING

*BUSINESS MAGAZINES FOR U.S. BUILDING PROFESSIONALS.*

**Proudly serving the U.S. homebuilding business since 1990.**

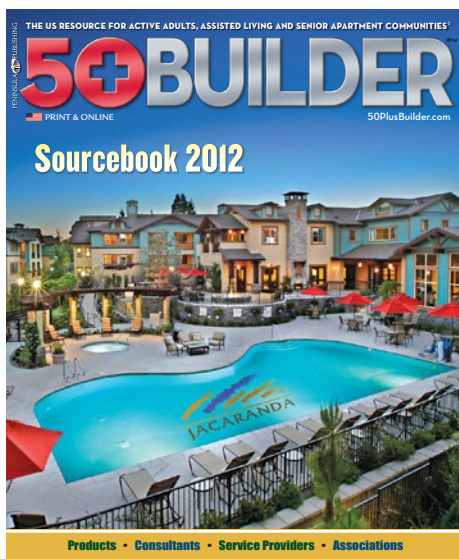


www.penpubinc.com • advertising@penpubinc.com • 949.631.0308

# Mission Statement



*50+ Builder focuses on bringing the 50-plus building community a resource for breaking news in active-adult, assisted living and retirement communities, and is an all-encompassing tool for the homebuilding community in regards to senior housing.*



***“50+ Builder is absolutely the ‘go-to’ magazine for the newest, most interesting and most innovative information on what’s happening across the country in the booming 50-plus housing sector. I know from email responses to my occasional columns that its readers cover a very wide cross-section of those looking for (and finding) cutting-edge information.”***

***— Annie Gerard, CRE, CAASH, Principal, Apt. Market Research***

Readers include members of the National Association of Home Builders, HomeAid, the Urban Land Institute and the American Institute of Architects.

We proudly belong to and support:





# 28,000

National subscribers

# 5,000

Requested subscribers in print

# 23,000

Requested subscribers online



***“50+ Builder was most accommodating in providing a multi-page layout and cover story featuring our award-winning senior living community. They were professional and thorough in their communication and story development process, which was greatly appreciated. The results exceeded our expectations. Thank you, 50+ Builder.”***

***— Donna Thomas, Director of Corporate Communications, Senior Resource Group***

*50+ Builder* is the original, age-themed home builders' periodical and a proven winner at producing sales, branding your products and services and driving traffic to your websites. Our readers include senior management, land developers, company presidents, CEOs, CFOs, home builders' top executives, sales, marketing and financial teams, as well as project managers, purchasing agents, principal architects, custom builders, multifamily builders and allied home building industry professionals.

When you want to reach an audience where **96%** of readers have key buying and specifying responsibilities, **64%** of readers are planning to start building within the next six months, **83%** are poised to purchase new products for new residential projects and **95%** of readers hold management positions, reach for *50+ Builder*. Our magazine reaches production and custom home builders, green builders, multifamily builders, land developers, architects and interior designers, senior apartments and assisted living, focused on 50-plus housing opportunities.

\*2014 Subscription Card Survey, BLB Independent Market Research

# Readership & Circulation



## Readership & Circulation:

Builder/Developer/General Contractor/Remodeler **75%**

Architect/Designer/Engineer **21%**

Product Manufacturer **2%**

Wholesale Distributor **2%**

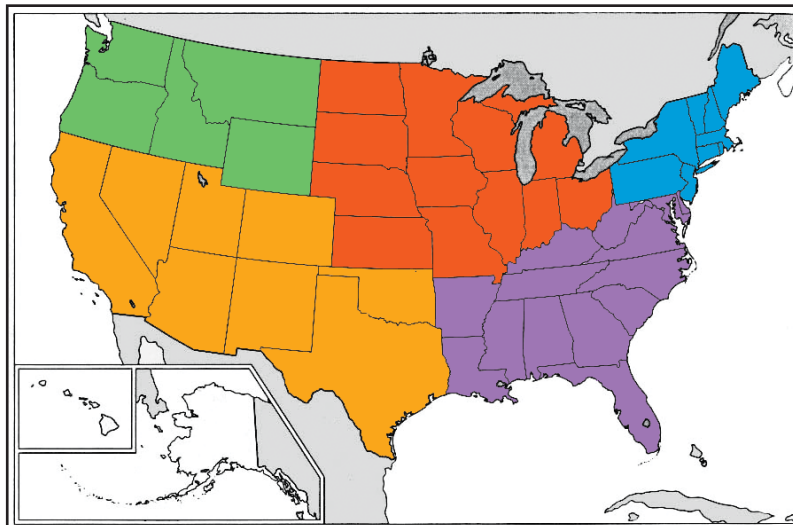
Total Qualified Circulation **100%**

Qualified recipients include presidents, vice presidents, owners, partners, CEOs, COOs, CFOs, directors, architects, designers, engineers, construction managers, superintendents, sales & marketing managers, purchasing agents and other building industry professionals allied to the field. \*2014 Subscription Card Survey, BLB Independent Market Research

**NW: 19%**

**MW: 11%**

**SW: 27%**



**NE: 17%**

**SE: 26%**

## Types of construction projects our readers are building:


Single-Family, Tract **58%\***

Multifamily, For Sale **71%\***

Single-Family, Custom, Remodel **39%\***

Multifamily, Rental **67%\***

\*2014 Subscription Card Survey, BLB Independent Market Research

	THEME	PRODUCTS	SHOW/EVENT	ADVERTISING MATERIALS DUE
<b>Summer &amp; Fall</b>	2016 Mid-Year Report Card	Exteriors	 PCBC: June 22-23, San Francisco, CA	May 16, 2016 Monday
	Land Development	Windows & Doors		
	Finance	Roofing		
	PCBC Show Issue	Software		
		Siding		

## Winter & Spring

Interesting Interiors	Interior Lighting	 B/S SHOW	BIS	Sept. 15, 2016 Thursday
	Cabinets & Molding			
	Appliances, Flooring, Countertops, Fireplaces and Mantels	 GREEN BUILD	GreenBuild: Oct. 5-7, Los Angeles, CA	
	Plumbing, Electrical			
	Faucets			



***“By reading 50+ Builder magazine, you will stay on top of the trends within this powerful niche market so that you can serve your 50-plus customers’ changing demands. Their desires and demands have changed before our very eyes over the past five years! Each article is beautifully presented and offers the very latest in design, education, marketing and sales trends with community profiles to keep your imagination revved and your profit line healthy.”***

***— Jane Marie O’Connor, MIRM, CAASH, CAPS, CSP, CMP, 55 Plus, LLC***



# 2016 50+ Builder Digital Media

Our database of opt-in digital subscribers represents a community of seasoned home building industry executives in the current housing market.

Successfully gaining an online presence as our unique and inquisitive content grows, our websites, e-newsletters, flipbooks and e-mail marketing has optimized our digital products to provide professionals with robust resources to reference.

With content that supports the current trends and techniques in interactive media tools, we are effectively using every outlet to inform industry professionals in a fast, personal and cost-effective manner.

We seamlessly integrate our print and digital magazines by incorporating logo links for companies, embedded video and audio files, social media links, e-mail contacts, blogs and online directories.

Reserve your advertising space using your digital marketing budgets and your print ads can be free. Ask us how.



## [www.50PlusBuilder.com](http://www.50PlusBuilder.com)

- Current magazine issue content such as feature articles and columns from contributors.
- Most popular articles from the current and past magazine issues.
- Blogging from our editors and contributors in the industry.
- Up-to-date industry news stories as a resource reference for current industry trends.
- Powerful search tool for all archived articles, columns and blogs.

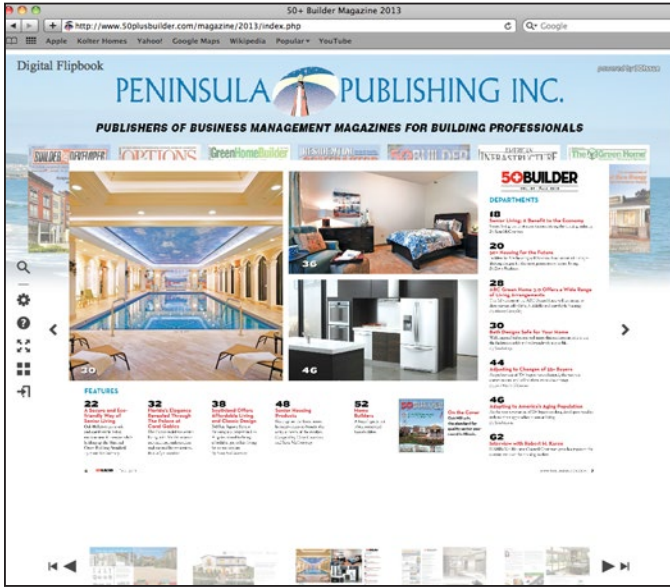


## [www.BuilderBytes.com](http://www.BuilderBytes.com)

- Tri-weekly e-newsletter reaching nearly 130,000 opt-in subscribers.
- Features 20 active links of the latest industry news stories.
- Editorialized and critical outlook on each story from notable news sources.
- Content covers: housing market; economic impact; finance; land use and development; legal matters and senior housing.



# 2016 50+ Builder Digital Media



## Digital Flipbook

- Digital delivery of the latest edition of the magazine.
- Content with click-through tracking and ads linked to company websites.
- Embedded video and audio files, social media links and e-mail contacts.
- E-mail blast to 130,000 opt-in digital subscribers.

**DOWNLOAD THIS ISSUE NOW AND USE THE MAGAZINE AT YOUR CONVENIENCE**

**Fall 2013**  
View the entire issue by clicking on the cover of the magazine or any of the stories below. Our digital issue includes everything from our print magazine, but it offers the ability to click through the magazine and view more information about products and advertisers in this issue.

**Sponsored by:**  
[www.savaria.com](http://www.savaria.com)

## Flipbook Sponsored Digital Postcard

- Provides exposure of the latest edition of each magazine.
- Effectively uses e-mail marketing as an interactive, fast and personal way to reach subscribers.
- Gains customer retention and acquisition as a tool.

**Angelus**  
Since 1946  
**PAVING STONES**

Angelus Block Co., Inc. is pleased to announce our new online product catalog is now available. Click on the pages below to view.

For additional information please call (951) 328-9115 or email Tom Murphy at [info@angeluspavingstones.com](mailto:info@angeluspavingstones.com)

## E-mail Marketing and Collateral

- An effective and affordable way to raise awareness and generate response.
- Supplement a print and digital marketing campaign and online presence in the industry.
- Programs are cost-effective and designed specifically for your budgets.



# Ad Sizes and Specifications



**For advertising information, rates and programs email [advertising@penpubinc.com](mailto:advertising@penpubinc.com) or call 949-631-0308**

**Printing:** Printed on 70 lb. gloss paper.

**Trim:** 9" wide x 10.875" deep.

**Binding:** Bound on the 10.875" measure. Show issues are perfect bound.

**Line Screen:** 175 line screen.

**Output:** Direct to plate. We accept only digital ads – NO FILM.

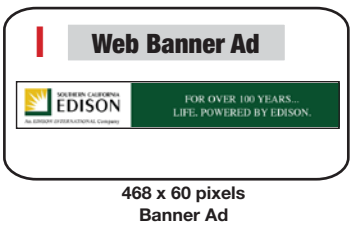
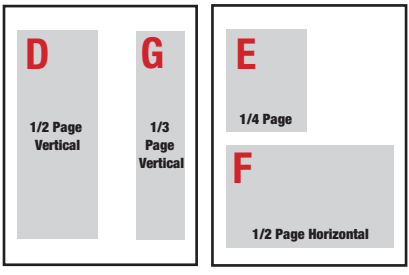
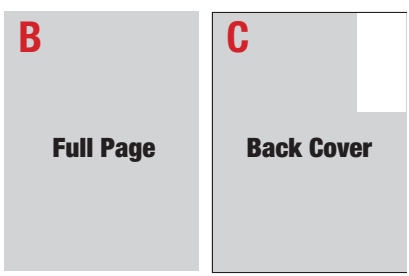
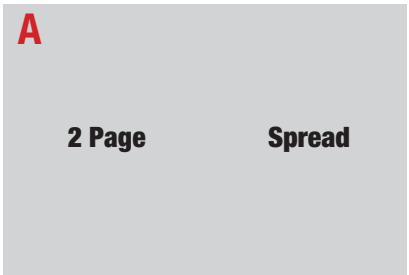
**Media:** Please provide files on either CD or DVD, or send to our FTP site.

### Ad Sizes

Dimension	Width (inches)	Height (inches)
(A) 2 Page Spread (w/bleed)	18 (18.5)	10.875 (11.125)
(B) Full Page Live Size:	9 (9.25) / 8.5	10.875 (11.125) / 10.375
(C) Back Cover	9 (9.25)	10.875 (11.125)
Note: Must leave a 2.125" x 4.125" White Box at the edge of top right corner for Mailing Label		
(D) 1/2 Vertical	4	9.875
(G) 1/3 Vertical	2.45	9.875
(E) 1/4 Vertical	4	4.75
(F) 1/2 Horizontal	8.125	4.75
(H) Business Card	3.875	1.75

Digital		
(I) Banner Ad	728 pixels	90 pixels
(J) Skyscraper	300 pixels	600 pixels
(K) Big Button	300 pixels	250 pixels
(L) Small Button	125 pixels	125 pixels

Using a web browser (i.e. Internet Explorer, Firefox, etc.) or an FTP Program, the domain and log-in information is:  
 FTP://97.74.215.183  
**username:** peninsulaftp  
**password:** Publish12



### Digital Requirements:

- Digital Files Only
- No Microsoft Publisher, Word, Corel Draw, Pagemaker, Paint or WordPerfect program files

### File Requirements:

- We accept files from the following programs (in order of preference): Adobe PDF (Hi-Res, press ready), Photoshop & Illustrator (Flattened layers)
- Color images must be converted to CMYK mode. Please save Illustrator files as "EPS files with Placed Images." Also, remove any extra colors from your swatch pallets.
- Include all fonts — screen and printer docs — and all digital resources such as photo scans, logos, etc.

### Artwork Resolution:

- All artwork must have a resolution of 300 dpi at 100 percent size for print; please save as CMYK
- Line art images at 1200 dpi (illustrations in bitmap)

### Video Requirements:

- We accept the following video formats in bit rates between 320kbs-700kbs: MPEG-4 (.mp4)

### E-Blast Requirements:

- Width: 576 pixels    Height: 360 pixels



## The Fine Print

### MATERIALS AND DEADLINES

All materials and artwork are due by the deadlines expressed on the Editorial Calendar. Materials should be sent by messenger or overnight mail. Publisher reserves the right to run the last published advertisement of a similar size in the event materials are not received by the scheduled deadline.

### CANCELLATIONS

Cancellations must be made in writing at least one calendar month prior to the scheduled closing date of publication. Positioning of the advertisements, except for covers, is at the discretion of the publisher. Advertisers who do not complete or cancel their contracts will be re-billed and short-rated back to the earned frequency discount.

### PAYMENT TERMS

Payment in full for the first month's advertising must be made when the order is placed. Subsequent ads may be billed and are payable net 30 days from invoice date. All advertising will be billed at the open rate unless a signed contract has been submitted for a

specific frequency rate and time period. Recognized and established advertising agencies may receive 15 percent off the gross only when invoice is paid inside 30 days from invoice date and if materials are sent camera ready and no make-ready work is required. Production charges are exempt. An eight percent late charge will be added to any items outstanding after 45 days. Interest rates are 1.5% per month and 18% annually on unpaid balances, in print and online. If legal action becomes necessary, clients will be re-billed per the current rate card at the rate and frequency which reflects their unpaid advertising. Previously negotiated discounts are waived.

### TERMS AND CONDITIONS

In consideration of acceptance of advertising, the advertiser and its agency, together and separately, agree to indemnify and hold the publisher harmless from, and defend the publisher from any and all claims and suits, including but not limited to libel, copyright infringement, and invasion of privacy or plagiarism arising out of any advertising published. Publisher reserves the right to refuse to accept advertising deemed inappropriate or in poor taste and will not be bound by any conditions or

requirements appearing on insertion orders, copy or contracts, that conflict with the provisions of this rate card or the policies of 50+ Builder magazine, unless signed by the publisher. The publisher will insert the word "Advertisement" prominently to any advertising that simulates editorial content. The Publisher will not be held liable for any color variations from advertiser-furnished proofs, due to inconsistencies inherent in web-offset printing. Supplied proofs are used as a guide only and, while we will do our best, it is impossible to faithfully match any proof.

### ATTORNEY FEES

In the event that an arbitration, suit or action is brought by any party under this agreement to enforce any of its terms, or in any appeal therefrom, it is agreed that the prevailing party shall be entitled to reasonable attorney's fees to be fixed by the arbitrator, trial court, and/or appellate court. A signed insertion order will be deemed understanding and acceptance of these provisions. Signed advertising insertion orders or advertiser-generated space contracts will be deemed acceptance of these terms and conditions and must be received before any ad will be published.



# The ABC Green Home™ 3.0

AFFORDABLE • BUILDABLE • CERTIFIED



PRESENTED BY



DESIGNED BY



BUILT BY



## Advantages of Participation in ABC 3.0

- Showcase and promote your sustainable product suite to your home builder, architect, engineer and speciality trade contractor channel audiences, plus the home buying public, within a popular high performance demonstration home brand, designed by award-winning Danielian Associates architects and planners.
- Have your products endorsed by two large utilities; SoCalGas and SoCal Edison, 3.0 project presenting and development partners.
- Support Habitat for Humanity and Veteran Housing.
- Cost effective marketing at an attractive price point featuring national print advertising, PR, digital and web advertising, a linked virtual tour, e-marketing, on site networking and webisode series.
- Partner with Peninsula Publishing, a 25-year-old building industry media company with deep roots in the U.S. home building business. Includes 10 websites, 6 magazines, 2 tri-weekly e-newsletters and the ABC Green Home brand.

## ABC Green Home 3.0



## ABC Green Home 3.0 Cluster



# The ABC Green Home™ 3.0

AFFORDABLE • BUILDABLE • CERTIFIED



*“Southern California Edison is proud to support the ABC Green Homes. It’s our hope that these visionary projects inspires homeowners, builders and renters to think about all the possibilities that are open to them. Every energy-efficient feature, no matter how small, makes a positive impact on their own electric bills and the environment that we all share.”*

*— John Morton, project construction manager with SCE*

**To participate, please contact Nick Slevin at nslevin@penpubinc.com or 949-631-0308.**

The ABC Green Home projects feature a web series in several episodes, filmed during construction. Product Partners’ materials are filmed during installation and interviews with brand representatives are recorded for broadcast. This segment is also provided to you for your own marketing purposes.

**See attached links for news coverage and web series samples:  
Copy and Paste these links into your browser to view.**

- <http://abclocal.go.com/kabc/video?id=8843053&pid=null>
- <http://www.ocregister.com/articles/home-369023-energy-water.html>
- <http://video.pbssocal.org/video/2293591967>
- <http://www.ocregister.com/lansner/home-447183-green-lansner.html>
- <http://www.examiner.com/article/build-100-per-square-foot-net-zero-home>
- [https://www.youtube.com/watch?v=\\_YwnOjMe9MA](https://www.youtube.com/watch?v=_YwnOjMe9MA)
- <https://www.youtube.com/watch?v=CuU0Q8k87z4>
- <https://www.youtube.com/watch?v=NKoJJV80V3w>
- <https://youtu.be/HbeY3Ep6kkg>

