



THINK

THE HOME INSPECTOR KNOWLEDGE **magazine**

KNOWLEDGE IS POWER

2024 MEDIA KIT

ABOUT THINK

THINK (The Home Inspector Knowledge) Magazine is a publication dedicated to covering all aspects of the home inspection community—a resource guide encompassing laboratories, continuing education, how to grow your business, conventions, conferences, and so much more. Stay-in-the-know with topics such as business operations, home inspector news, pro-tips, advice, new products and services, networking industry technology, insight from certified home inspectors from across the nation, and other leadership.

While marketing to the home inspection community, THINK can provide you with an efficiently targeted and personalized advertising coverage and have your business name in front of thousands of new customers throughout the nation, digitally and through the most frequently used social media platforms such as Instagram and Facebook to expand and grow your business.





OUTSTANDING ADVERTISING RESULTS

REPETITION IS THE MOTHER OF RETENTION

We believe that "Knowledge Is Power" by offering relevant information that will help you achieve outstanding results. We hyper-focus on a targeted audience within the home inspection community. THINK provides you with all the marketing tools to work within your advertising budget. At THINK, we understand the power of communication and we use it daily to get your company in front of over 30,000+ potential clients. Our talented team is committed to assist in all creative solutions to expand your business to the next level.

RELEVANT CONTENT

FRESH CONTENT THAT SPEAKS TO YOUR CUSTOMERS

While the average home inspector is inundated with content in today's modern world, it is still important for them to keep up with the most relevant information. Having constant visibility through content makes readers and target audiences more likely to want to do business with you because your brand becomes familiar. THINK can create relevant content for your brand that is also authentic and genuine. Relevant content that speaks to your target audience can be an incredibly effective and influential tool, which takes your marketing activity and propels it toward prosperity. In order to catch your target audiences' eye, YOU MUST RETAIN THEIR ATTENTION and end up with meaningful interactions. More importantly, valuable up-to-date content needs to have a purpose that your audience can relate to—or at the very least it should solve a problem for your target audience. In all aspects, THINK can help with moving your company forward.





REACH FURTHER

EXPERIENCE NEXT LEVEL EXPOSURE

Out of sight, out of mind – it's the last concept that businesses aiming to excel would want to experience. Maintaining and exceeding relevancy with the ever-evolving presence the digital age means to fully utilizing and understanding all of the relevant tools and resources. THINK Magazine is mastering the moves of the digital evolution with our vast audience and technological advancements, which include: Our email connection of vast certified home inspectors, our presence on social media platforms and our upcoming app that houses a convenient digital flipbook which can be accessed on any phone, tablet, or computer. While still embracing traditional print format, THINK strives to encompass both aspects of media and stay one step ahead of the curve.

SOCIALLY ACTIVE

TAKE YOUR DIGITAL CONTENT FURTHER

Social media for business is no longer optional. It's an essential way to reach your customers, acquire valuable insights, and elevate your brand. Social media provides an avenue for businesses and companies to engage with customers, but the true power of social media is the potential to influence. Establishing a presence alone is a tedious and time-consuming task. Which is why the ability to collaborate and work with other brands and businesses makes emphasizing presence second nature. With content created on social media, you can generate lead ads which allow interested viewers to learn about your services, then fully contact or book with just a few clicks. To learn how social media advertising can help you grow your business, e-mail us at advertising@thinkmagazine.us.





SPOTLIGHT

ADDITIONAL ADVERTORIAL OPPORTUNITIES

Sometimes advertisements need an extra “wow” factor to grab a reader’s attention. At THINK, we offer you numerous ways to make your ad pop, guaranteeing a reader will pause to read it. One of the many add-ons available to all of our advertisers is the opportunity to turn your ad into an advertorial. Advertorials are ads that seem like regular editorials, meaning that readers will likely take the time to absorb your ad because it looks like an interesting article. We typically feature them as an “Ask the pro” or an “Expert guide” page. According to Reader’s Digest, readers are “500 times more likely to read an advertorial than a traditional advertisement.” This is because when advertorials are laid out next to other unassuming articles, readers will think they are learning something from the ad, rather than just being sold something. This is a fool-proof, brilliant way to help your business or product stand out from the rest.

EDITORIAL CALENDAR

SPECIAL ISSUES THROUGHOUT THE YEAR

Take advantage of special in-depth editorial content by featuring your ad before, during or after that particular magazine issue. Being able to take full advantage of ad placement can help propel your business. THINK Magazine is the ideal place to advertise vendors, business professionals in the community, entrepreneurs, laboratories, conventions/conferences, continuing education, or any other business related to the community. Our editorial calendar gives you a focus on the predominant topic for each issue, so you can plan ahead and be featured in special publications.

JAN / FEB : The Electrical Issue

/ Indoor Air Quality Issue

MAR / APR : The Environmental Issue

/ The Safety Issue

MAY / JUN The Water Issue

/ The Lab Issue

JUL / AUG : The Pool and Spa Issue

/ The Structure Issue

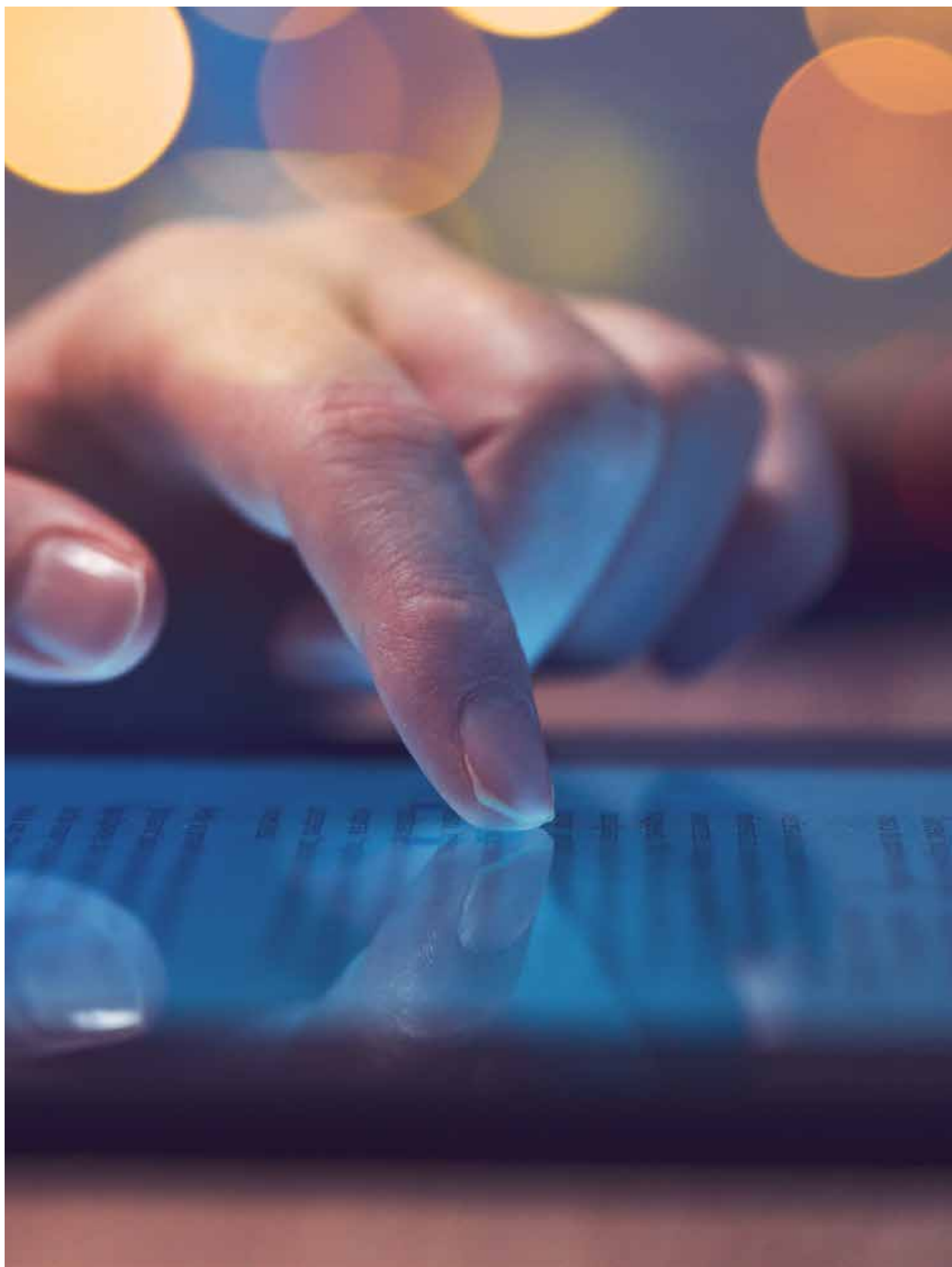
SEPT / OCT : New Builds Issue

/ The Association Issue

NOV / DEC The Basements / Attics Issue

/ The Roof Issue







ADVERTISING RESULTS | RATES

BASE: FULL PAGE

- Middle magazine placement
- 1 post on Instagram
- 1 story on Instagram
- 1 article
- 1 cover + story
- ad banner
- eblast

\$1,000 / 6-Month Contract

BILLED OVER A 12-MONTH PERIOD

BASE: HALF PAGE

- ad banner
- 1 post on Instagram
- 1 story on Instagram
- eblast

\$750 / 6-Month Contract

BILLED OVER A 12-MONTH PERIOD

advertising@thinkmagazine.us

thinkmagazine.us

ADVERTISING DIMENSIONS

S P E C S & F O R M A T S

- **FULL PAGE TRIM** 8.5x11
- **FULL PAGE BLEED** 8.625 x 11.125
- **SPREAD TRIM** 17x11
- **SPREAD BLEED** 17.25x11.25
- **HALF HORIZONTAL** 8.5x5.5
- **HALF VERTICAL** 4.5 x 10

All camera-ready ads are due on the first Friday of every month. PDF / TIFF / INDD / and PSD files at 300 DPI can be submitted to:
advertising@thinkmagazine.us

S U B M I T T I N G A R T W O R K

For all website banner ads, e-blast and social media specific sizes and resolutions please e-mail us at advertising@thinkmagazine.us





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ADVERTISING@THINKMAGAZINE.US
@THINKREADERS