

Home Buyer Publications – We love our audience!

For all of us in business these days, it's easy to get so focused on our products, our staff and our challenges that we forget who we're really working for – our customers! At Home Buyer, our customers include you, our advertisers, and also our audience of readers, online users and guests at our events – your customers! Without their enthusiasm, interest and buying activity, we – and that collective 'we' includes you - wouldn't be here.

While economic conditions have slowed us down, the continued passion of our audience gives us renewed dedication to serving them.

HBP's mission is to provide world-class content and information to inspire our audience and connect them with the dream homes they seek and the specialty products that can't be found at a chain retailer. We will deliver that to them "where they want it, when they want it, and how they want it." Whether they're sitting on a porch with **Old-House Journal** magazine, walking through the aisles of one of our log home shows, or searching for that perfect product on their smart phone or i Pad, we'll have information and inspiration for them. And we'd like to introduce them to you!

So, who is this "Five Million Strong Audience"? Well, I can give you stats and demographics, and they're certainly important and relevant (and you'll find them sprinkled throughout this media kit), but it's really the psychographics of these special people that sets them apart from other readers of mass-market and broad home category content.

Our audience seeks a unique home style, whether that of a log home in the mountains, an energy-efficient and classic timber frame, an historically renovated period home, or an eclectic, updated old house. But what they have in common is a desire to live outside the cookie-cutter mold of conventional home building. They're looking for products and information that are beyond the mainstream, from protecting our American icons to furnishing, restoring and living their own, very individual dreams. They're discerning, engaged and passionate and pay attention to every detail of their home.

How do we know these people so well? We talk to our consumers every day. Our editors have always engaged with our readers, whether through letters, email, phone or at events, but our latest initiative has our sales reps calling audience members on a regular basis to ask what they'd like from us. It's one more way we can be sure we really represent our audience (and their need for information) —, where they want it, when they want it and how they want it. And what they want is for us to introduce them to the best, most relevant people, products and services.

Please let us introduce them to you.

Wishing you a successful 2011!

Sincerely,



Laurie Sloan



Laurie Sloan
General Manager