

Old-House Journal's  
**NEW OLD HOUSE**

## ADVERTISING OPPORTUNITIES



The **New Old House** audience consists of affluent, well-educated professionals (often from the baby boomer generation) who love the sensibilities of an old house, but don't want the challenges of renovating one.

**New Old House** owners want to create a sense of place. They want the house their grandmothers had—not the ranch-style home their parents owned. They want to build a house that looks old, but functions new—a house about quality rather than quantity.

### **DISPLAY**

Present your products and advertising message with a prominent display ad.

### **MARKETPLACE**

Inform readers about your products and services in this directory of home renovation and remodeling products.

### **NEW OLD HOUSE ARCHITECTS**

A collection of residential architectural firms, specializing in the finest new old house designs. Showcase your outstanding homes here with beautiful photography and a company profile.