

Old·House JOURNAL

ADVERTISING OPPORTUNITIES



The New York Times called **Old-House Journal** “The Bible of restoration” and that is exactly how our audience views this publication.

Detail-oriented and well educated—with plenty of discretionary income—this audience includes individual homeowners and design professionals who refer to **Old-House Journal** for trusted solutions to their personal and professional restoration needs.

You’re sure to build long-term clients with this desirable group, many of whom are on their second or third whole-house restoration project. Historic-minded brands do well with this group.

DISPLAY

A prominent display ad is the best showcase for your products, in both print and interactive editions.

PRODUCT SHOWCASE

A unique advertising section highlighting specific product categories. Each 1/9 page, 4-color ad is free to qualified advertisers with a display ad, or available for purchase. In addition, the Product Showcase is distributed as an e-promo.

(Available to qualified advertisers)

HISTORIC PROPERTIES

A showcase of historic properties for sale—all styles, sizes and prices. Ask how you can be The Spotlight Property!

DIGITAL EDITION

Old-House Journal now offers an interactive digital edition—on Ipad, e-readers and additional devices. Ask how your ad can be included.