

2026 FLORIDA  
M E D I A K I T

HOMEPROS®





# Lead Generation Experts

## With a Reputation of Over 40 Years

### What We Do...

HomePros is a premier home improvement, service, and lifestyle magazine with a legacy of over 40 years of excellence. We have earned the trust of both homeowners and industry professionals, establishing a strong reputation for quality and reliability.

With audited and verified proof of mailing, our carefully selected distribution reaches the most desirable single-family homes and neighborhoods. Unlike saturation mailing, our targeted "by rooftop" approach is based on home values, income levels, property age, and credit ratings,

ensuring your brand is seen by the ideal audience of qualified homeowners.

In addition to our print solutions, HomePros offers fully customizable digital campaigns tailored to your marketing needs. Whether through print or digital, we help you get more leads.

With an 87% year-over-year retention rate, HomePros is proud to partner with Florida's leading home improvement contractors, service providers, and home lifestyle companies. Our readers trust us when they need home repairs or improvements, and they'll trust you too.

Contact a HomePros multi-media marketing specialist today to discover how we can help your brand reach the perfect audience.

**90%** of our advertisers are able to cover the price of the ad with one or two jobs.

## Analyze Your Results & Make More Money

Account for All Leads with Call Tracking from HomePros

- ✓ Real Time Reporting and Call History
- ✓ Listen to Every Call You Receive
- ✓ Monitor Your Calls & Increase Your Sales



**Women account for 80% of the purchasing decisions in nearly every industry, including home building and renovating.**

\* <https://www.realhomes.com/features/how-to-deal-with-contractors-as-a-woman>



Audited & Verified Proof of Mailing



**\$882k**  
Average  
Home Value

**41**  
Years Average  
Age of Home

**57**  
Years Average  
Age of  
Homeowner

## CO-OP ASSISTANCE

Many manufacturers and distributors share the cost of local advertising to help promote their products, so you may have co-op advertising funds available!



### WE HELP YOU WITH:

- Accrual research
- Brand advertising opportunities
- Advertising approval service
- Co-op claim documentation



Insert Postcards



Advertorials



## Over 25 Digital Offerings Including:

Direct mail campaigns that combine print & digital have a

**28%  
HIGHER**  
conversion rate than campaigns that use only one channel.\*

\*<https://persuasion-nation.com/direct-mail-marketing-statistics> (2024)



Email  
Marketing



TV / OTT  
Streaming



Audio  
Streaming



Website  
Creation



SEM / PPC



Addressable  
Geofencing



Social  
Media



Reporting /  
Analytics

### HomePros.com

Join the hundreds of qualified home improvement contractors and service providers who rely on HomePros to help keep their schedules full. There's a whole world of homeowners thinking about their next project. Become part of our esteemed network of qualified professionals.



### HOMEPROS CERTIFIED PROS ARE:

- ✓ **LICENSED** - for services that require a license
- ✓ **BONDED** - when needed
- ✓ **INSURED** - workers' comp & company liability
- ✓ **GOOGLE RATING** - 4 or more stars



### CONSUMER LEAD TOOL:

GET ESTIMATE



New customers drive business. HomePros delivers lead generation to help you grow. Consumers seek HomePros.com for their home project needs and we will match them with 3 of our certified partners based on location, type of project, and send them directly to you!

Florida's Most Desirable Homes

**450,000** PER MONTH

Income Select Single-Family Homes/  
NO Apartments

**HOMEPROS®**

**Your Home Improvement**  
& *Lifestyle Magazine*

| ISSUE            | DEADLINE    | IN-HOME*    |
|------------------|-------------|-------------|
| <b>January</b>   | December 8  | January 8   |
| <b>February</b>  | January 9   | February 5  |
| <b>March</b>     | February 6  | March 5     |
| <b>April</b>     | March 6     | April 6     |
| <b>May</b>       | April 6     | May 4       |
| <b>June</b>      | May 8       | June 8      |
| <b>July</b>      | June 10     | July 9      |
| <b>August</b>    | July 6      | August 6    |
| <b>September</b> | August 7    | September 3 |
| <b>October</b>   | September 3 | October 1   |
| <b>November</b>  | October 5   | November 5  |
| <b>December</b>  | November 2  | December 3  |

\*Estimated delivery dates (3 days +/-). We anticipate the mailing will be delivered on the scheduled in-home date but cannot guarantee USPS delivery date.



Audited & Verified Proof of Mailing



# 87%

## Customer Retention Year After Year

**BUZZMAN**  
Retractable Awnings

15 YEARS

  
**CLEAN ROOF**  
CLEANING & SEALING

6 YEARS

**closetfactory**

17 YEARS

  
**GENEREX**  
GENERATORS

9 YEARS

  
**GROUT  
MAGNIFICENT**  
TILE CLEANING & GROUT SEALING EXPERTS

9 YEARS

  
**Magic  
Bubbles**  
Pressure Cleaning

15 YEARS

  
**MIAMI**  
DOORS & CLOSETS

7 YEARS

  
**PREMIER  
GARAGE™**

16 YEARS

  
**SUPERIOR  
SURFACING**

7 YEARS

  
**SWAT**  
MOSQUITO SYSTEMS™

7 YEARS

  
**3DAYBLINDS®**  
YOU'LL LOVE THE TREATMENT

7 YEARS

**TRENDEX**  
Windows & Doors

14 YEARS

CALL US TODAY FOR A CUSTOMIZED MARKETING CAMPAIGN

## HOMEPROS

An InnoVera Media Company

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