



You've Secured Your Exhibit Space at
THE NOVI HOME SHOW

Now What???



Let'em Know You're at
The Show!!

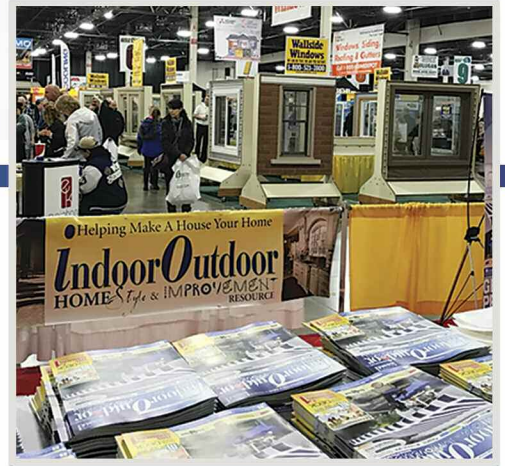
WHY ADVERTISE IN THE NOVI HOME SHOW PROGRAM?

- ✓ Attract **NEW BUSINESS** while enhancing and supporting your exhibit investment.
- ✓ Highlight your business and draw interested and motivated shoppers to your exhibit.
- ✓ Shelf life. Attendees take with and reference program for upcoming projects.

- ✓ The Official Show Program is mailed to 230,000 homeowners. (With full run, all zones. Targeted zoning available)
 - ✓ Timing is everything. Mailed to homeowners a week before the Show.
 - ✓ All homeowners are within a 30 minute drive to your exhibit!
- In addition...**
- ✓ Program is **ALSO** handed out to all attendees as they enter the Show.
 - ✓ Your full color display ad includes booth # reference.
 - ✓ Company info in bold highlight on the Exhibitor Program map and Listing Page.

WHAT OUR CLIENTS ARE SAYING

CALL FOR SPECIAL EXHIBITOR PRICING!!



PROGRAM IS DISTRIBUTED TO ATTENDEES AS THEY ENTER THE EXHIBIT AREA



MAGAZINE IS MAILED USING A PROVEN, LEAD PRODUCING MAILING LIST

Inprint & ONline | your local home resource guide®
IndoorOutdoor
HOME Style & IMPROVEMENT RESOURCE

THE NOVI HOME SHOWS
and garden

WE LOVE THE INDOOROUTDOOR HOME RESOURCE!

FOR RATES AND ADVERTISING INFORMATION
jim@indooroutdoor.com

734.453.6900

It's a publication with **great circulation** and **distribution area** that brings many visitors to our 3 shows. We recommend the IndoorOutdoor to all our exhibitors.
- Rosalie Lamb, VP Home Builder Assoc. of S.E. MI -

TESTIMONIALS

Your marketing dollars are precious.
Trust your AD dollars with a proven marketing tool.
Purpose-built for Michigan's Home Goods
and Service Providers.

Put the IndoorOutdoor Resource to Work for Your Business!



The Top Performing Print Publication!!

In our 30 years in business, the IndoorOutdoor Resource has outperformed every publication we've advertised in. The phone rings off the hook!

– Joe Hodges, Premium Tree –

This magazine provides us with the most leads, by far!



The IndoorOutdoor magazine has been a great partner for us. We ask each customer how they heard about us - and this magazine provides us with the most leads, by far! The design staff is top notch, and we utilize them for all of our printed marketing materials.

– Kristin Andrews, Infusion Kitchen & Bath –



We have advertised with IndoorOutdoor since 2011. It consistently brings in quality leads every year by reaching our target market and the right customers. Thanks for helping our business grow. I would highly recommend advertising in the IndoorOutdoor Magazine.

– Sheryl Mercier, Owner –



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It's a publication with **great circulation** and **distribution area** that brings many visitors to our 3 shows. We recommend the IndoorOutdoor to all our exhibitors.

– Rosalie Lamb, VP Home Builder Assoc. of S.E. MI –



THE MAGAZINE IS FIRST CLASS...

We highly recommend using IndoorOutdoor for your advertising needs. The magazine is first class and it will help you get into homes in residential areas that are more apt to need remodeling services.

– Anna and Bob Exner, Owners –



After 54 Years in Business, Ron is finally retiring. Thank you for such great advertising over the years.

It helped make our business what it was.

– Ron & Carol Jackson –



The IndoorOutdoor Resource has grown our business substantially!

We are able to directly focus on key specifics using tools only available through Indoor/Outdoor. Their full-color, elegant publication is a **GREAT** resource for businesses and customer alike.

– Steve VanOast, Owner –



With all the direct mail options, IndoorOutdoor stands out among the rest.

The high quality of the magazine is like looking through the Wish Book. People will hold onto something of value, my ad is seen several times over the month. I also like being displayed with other quality contractors.

– David Wegener, Owner –



Indoor / Outdoor is a great magazine to advertise in for interior and exterior home contractors because you're not competing against fast-food restaurants and hair salons. We were very happy with the quality and the return on our ad investments.

– Bob Orow, Owner –



"Leads that Produce"

"The IndoorOutdoor Resource consistently produces high quality leads for my business. One of those leads, in Northville, produced our largest residential job ever! Over \$57,000!!"

– Rick Luth, Owner –

FOR ADVERTISING INFORMATION
734.453.6900 indooroutdoor.com

More testimonials on next page



Since 2003

A proven marketing tool for the Home Goods and Service Provider.

Put the IndoorOutdoor Resource to Work for Your Business!

We exclusively advertise with IndoorOutdoor...
We are booked into November and have
DOUBLED OUR SALES FROM THIS TIME LAST YEAR.



I would like to thank you for what your publication has done for our business. We are booked into November and have doubled our sales from this time last year. We exclusively advertise with IndoorOutdoor and quite frankly couldn't ask for a better way to get our name in front of the clientele that we want to work for.
– Brian Baker, NuFace Cabinetry –



"A year end analysis indicates we had a ROI of 6.84. This is tremendous for a first year sampling. Traditionally I would have expected an ROI of 3.
– Steve Martinko, Owner –



Thank you for the part that you played in getting us business this year, we had great results and ROI from advertising with you...looking forward to another year.
– Andy Whitmire, Owner –



"Your mag generates more calls than any other that we use."
– Larry Millen, Owner –



Cost Effective and Efficient...
I have been advertising exclusively in Indoor/Outdoor for over 5 years. It is the most cost effective and efficient way to reach the appropriate customers in my business's target market areas.
Thanks! – Lisa, Owner –



The level of customer service I receive has been phenomenal.

I would recommend Jim and BlackBear Media to anyone who has the need for quality mailing and marketing services. They are a superior team.
– Tara Lawrence, Gannett Directories –



We love the results we get using the IndoorOutdoor Resource.
– Bianca, Mr. Air Repair –



We've done 6-7 installs this past week!

Its been wonderful!!! Lots of responses and inquires! We've done 6-7 installs this past week with another full week coming up! Lots of spring landscape installs too!
– Thanks!! Sara –



This is making the phone ring and we are getting positive responses to it!
– Chris and Bernie, Owners –

14 YEARS OF DELIVERING RESULTS FOR MICHIGAN HOME IMPROVEMENT COMPANIES.

FOR ADVERTISING INFORMATION
734.453.6900
indooroutdoor.com



That advert has worked, I've received a number of calls.
35 Calls in One Day!!
I knew your mag was a good fit for my business.
– Kevin Osburne, Owner –



"It Flat Out Works!"
– Steve Allos, Owner –



"The IndoorOutdoor Resource outperforms all the other publications we advertise in. We saw immediate response from The IO Resource.
Our ROI with IndoorOutdoor has been 2x that of any other ad media."
– Mike Eller, Owner –



You HIT our demographic! By advertising in the IndoorOutdoor Resource in 2015 we sold over 20 pool projects and have estimates scheduled into 2016. SALES TOTALED OVER ONE MILLION DOLLARS!

– Rick Luth, Luxury Pools –