

2024 MEDIA/MARKETING PLANNER

# PROBUILDER

PROFESSIONAL BUILDER

THE OFFICIAL MEDIA PARTNER OF NAHB

[PROBUILDER.COM](http://PROBUILDER.COM)





The SGC Horizon group has one core focus. Our team-based approach helps building product manufacturers and service provider marketers solve unique and complex industry challenges with performance-driven solutions.

Through our award-winning content, media solutions, dedicated advisors, as well as Nimble Thinkers' fully integrated solutions, and ProConnect's 1:1 networking, our focus is to help you scale your business beyond your marketing goals through solutions tailored to fit your needs.





## Connect, Influence & Grow

Reduce the challenges of today's complex marketing and sales distribution channels with strategic 360° solutions and results-driven execution.

### Who We Are

Nimble Thinkers is the integrated marketing solutions team at Scranton Gillette Communications. As part of SGC/SGC Horizon, we have access to first-party audience data and a wide range of marketing resources to develop advanced targeting solutions for our clients in the building, design and construction industries.

### Who We Help

From startups and innovative disruptors to some of the most elite industry leaders, Nimble Thinkers provides comprehensive support to marketing and sales teams focused on growth and partnership-driven collaboration. Whether you are a one-person team or leading a small marketing division, we can fill in any gaps to help you fulfill your company's initiatives.

## Our Services

BRAND STRATEGY & DEVELOPMENT

CONTENT MARKETING

GROWTH MARKETING

DATA & RESEARCH SOLUTIONS

SALES SUPPORT & ENABLEMENT

**LET'S MEET**

# Join Forces with NAHB

*Pro Builder* is the official media partner of the National Association of Home Builders (NAHB). This partnership provides an amplified voice for NAHB's work and expansion for *Pro Builder's* programs.



**PRO+CONNECT  
EVENTS**

A scenic photograph of a wooden pier extending into a body of water at sunset. The sky is a mix of orange, yellow, and blue, and the lights from the pier are reflected in the calm water.

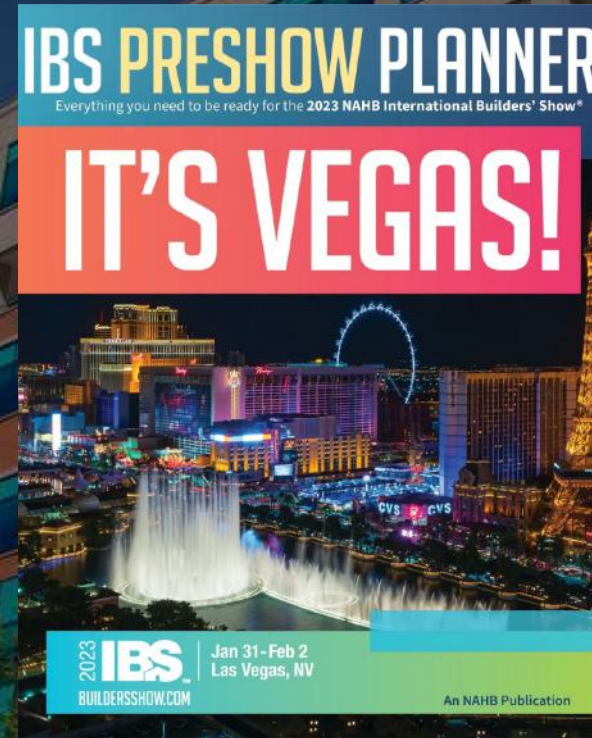
Learn More  
*2024 Coming Soon!*



**40 LEADERSHIP  
SUMMIT**

A large group of people, including men and women in professional attire, posing for a group photo in a large, brightly lit indoor space with a patterned carpet.

Learn More



**IBS PRESHOW PLANNER**  
Everything you need to be ready for the 2023 NAHB International Builders' Show®

**IT'S VEGAS!**

2023 **IBS** | Jan 31 - Feb 2  
BUILDERSHOW.COM | Las Vegas, NV

An NAHB Publication

A vibrant night view of the Las Vegas Strip, featuring the Flamingo Las Vegas fountain, the Flamingo Las Vegas sign, and the New York-New York Hotel & Casino's replicas of the Empire State Building and the Big Apple.

Learn More

# Build Your Strategy: Leverage Different Audiences to Achieve Specific Goals

*Pro Builder's* first-party data is the best in the industry and cannot be sourced anywhere else. Allow us to utilize our 20+ data points to build an audience designed specially for you. By leveraging our first-party data, retargeting audience and audience extensions, we have the solutions to meet your goals.

This multi-channel approach demands the expertise that SGC Horizon exemplifies. Our goal is simple: We seamlessly deliver your message across all platforms and channels with consistency and proven results.

## First-Party Data

Print/DigiMag: 127,748  
Print: 71,157  
DigiMag: 56,591

Bonus Distribution  
NAHB Members: +78,000

ProBuilder.com:  
294,674\*

Email subscribers: 110,089

\*Unique users on Google Analytics for  
the past 180 days, June 2023

## Retargeting Audience

First-Party Data —  
Programmatic Reach:  
270,708\*

Social Reach via  
Facebook: 2,283,802\*\*

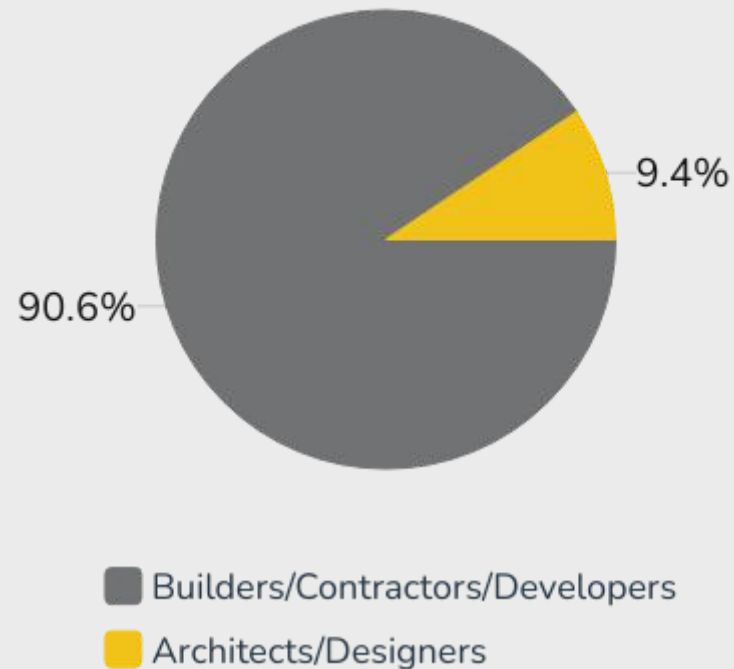
\*Curated pixel audiences for the past  
180 days, June 2023

\*\*Anyone who viewed content on the  
Pro Builder Facebook page January to  
June 2023

# Audience Segmentation Excellence

*Pro Builder's* audience is 100% qualified by individual and made up of product decision makers including builders, developers, contractors, and architects/designers. When you combine our reach and our first-party data, no other media brand can provide you this level of segmentation.

## Business/Occupation



## Audience Segmentation

- Business/Occupation
- Products (Buy/Specify)
- Number of Homes Built
- Square Footage of Homes Built
- Single Family
- Multifamily
- Geography (3 digit Zip Code)
- And many more

For more information on our audience, please click [HERE!](#)

# Pro Builder Exclusive Events

Events are an irreplaceable component of establishing deep connections with your target audience.

SGC Horizon is the industry leader in pro-oriented events.



More than 11,000 home building professionals see your product in an installed environment.



[Learn More](#)



This summit provides winners, past and present, with a platform to network and gain insight into the latest industry information and trends.



[Learn More](#)



This is the ideal opportunity to capture leads, network and promote your products to leading women in the home building market.



[Learn More](#)  
*2024 Coming Soon!*

# PRO+CONNECT EVENTS

ProConnect Events are 100% sales focused and provide your sales team with 1-on-1 meetings and impactful networking opportunities with product specifiers and purchasers. ProConnect is the ideal forum for discussing new products and challenges facing clients, and to ultimately create long-term partnerships.

- 100% sales focused
- Each 1-on-1 meeting is pre-scheduled
- ProConnect qualifies and hosts each attending firm
- Unmatched ROI

[Learn More](#)

“ProConnect Events are the best events in the industry, bar none.”

18-TIME SPONSOR

“We've closed business during this event, in the last 48 hours.”

1-TIME SPONSOR

# PRO+CONNECT EVENTS

JANUARY 2024  
SINGLE FAMILY

APRIL 2024  
MULTIFAMILY

MAY 2024  
SINGLE FAMILY WITH  
NAHB

SEPTEMBER 2024  
SINGLE FAMILY

OCTOBER 2024  
MULTIFAMILY

# PROBUILDER IDEAHOMES

Where your products come to life

*Pro Builder* Idea Homes have been called many things—demonstration homes, experience homes, immersive homes, innovation homes, show homes—but their purpose as an editorial and sponsor vehicle remains the same: to deliver relevant, timely, and actionable ideas for new home construction to our audiences.

To accomplish that mission, we seek out and partner with home builders and other industry professionals to build new homes that tell compelling stories and address current market opportunities, such as net-zero energy, off-site construction, build-to-rent, indoor health, smart/connected automation, high-density detached, urban infill, climate resiliency, and carbon neutrality—often in combination.

We also rely on sponsor partners from the building products realm to suggest innovative yet commercially available products, systems and practices that serve the goals of the project and help deliver a successful, real-world case study that inspires builders to follow with confidence.

Stay tuned, more projects are coming for 2024!

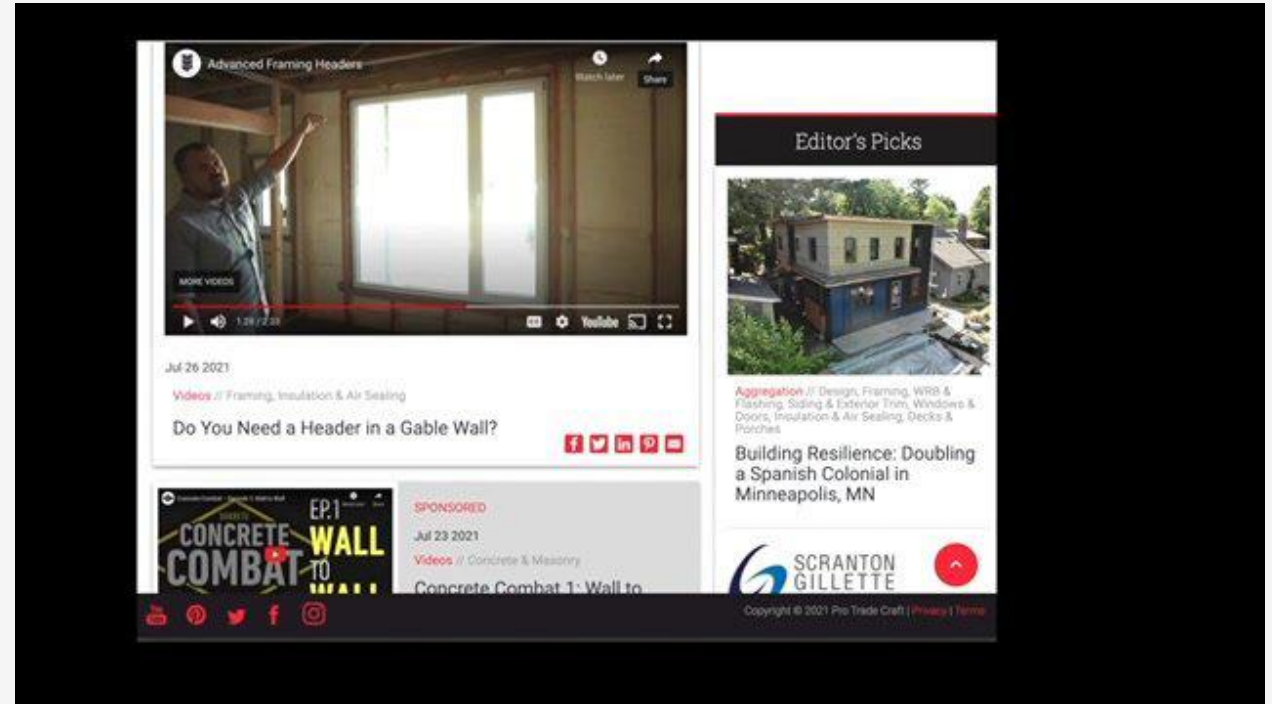
PROBUILDER.COM





# ProTradeCraft.com

ProTradeCraft is a technical journal built for trade contractors that features sponsored pieces alongside impactful editorial content. ProTradeCraft delivers valuable “how-to” content to residential construction professionals through videos, animations, podcasts and mobile handbooks. ProTradeCraft’s substantial YouTube audience deeply extends the reach—quadrupling the number of views on a recent video project. YouTube growth has been steady and sustained over ProTradeCraft’s first eight years.



<b>PAGE VIEWS</b> <b>672K</b>	<b>USERS PER YEAR</b> <b>477K</b>	<b>HOURS WATCHED PER YEAR</b> <b>24,000</b>	<b>AUDIENCE</b> <b>55% under 46 years old</b>	<b>YOUTUBE SUBSCRIBERS</b> <b>25K</b>	<b>YOUTUBE VIEWS PER YEAR</b> <b>772K</b>
----------------------------------	--------------------------------------	--	--	--	--

Source: Google Analytics, August 2022-August 2023

**PROTRADECRAFT HAS WON MANY NATIONAL AWARDS FOR EDITORIAL EXCELLENCE**

7 Azbee Awards | 3 Jesse H. Neal Awards | 3X Jesse H. Neal Finalist



## Special Sponsorship Events

ProTradeCraft also hosts a handful of product-placement educational opportunities, both in the form of live construction demos and in-depth construction videos.



ProTradeCraft LIVE is a live construction training event occurring annually at the International Builders' Show, where we demonstrate how to install sponsor products correctly.



Building Resilience is a TV show built for YouTube that covers resilient design and construction techniques. We talk about how the products fit into a resilient home, and we show how to install those products correctly.



The Pillsbury Castle Project is a special historic spin-off of Building Resilience. This 120-year-old castle is undergoing a serious retrofit for the next 120 years, and our builder, OA Design + Build + Architecture, is tasked with the resilient stuff.





THE FUTURE OF CONSTRUCTION

OUR MISSION: To be the leading digital platform delivering innovative residential design and construction content to builders, remodelers, architects, and designers who design, build and renovate single-family and multifamily dwellings.

See Media Kit  
*2024 Coming Soon!*

BRAND BUILDING

THOUGHT LEADERSHIP

LEAD GENERATION

## The Utopia Editorial Focus

- 3D Printed Houses
- Biophilic Design
- Building Science
- Exterior Design
- Healthy Home
- Net-Zero Carbon
- Off-Site Construction
- Resilience
- Smart Connected Homes
- Technology
- Virtual Sales

# Additional SGC Horizon Brands to Reach the Builder/Architect Segment

## Custom Builder

### Additional Reach:

Custom builders and residential designers of unique, client-driven, high-end new homes.

[Visit Website](#)



THE FUTURE OF CONSTRUCTION

### Additional Reach:

Visitors read about trends for the way people live, work, and play now and into the future.

[Visit Website](#)

THE POWER OF PARTNERSHIPS



# Editorial Team

THE MOST EXPERIENCED. THE MOST RESPECTED. THE MOST CONNECTED.



**RICH BINSACCA**  
Editorial Director

Rich Binsacca is an award-winning journalist and editor and has covered the housing and construction industries for more than 30 years. He leads the strategic approach to print and digital channels for *Pro Builder* and *Custom Builder*, tapping a vast network of home builders and remodelers, contractors, design professionals, subject-matter experts, innovators, and industry groups.



**INGRID BUSH**  
Content Manager

Ingrid Bush helps finesse content into a smooth, accurate read for print and online for *Pro Builder* and *Custom Builder*.

She has more than 25 years' experience in publishing, starting with tech-focused publications in the San Francisco Bay Area and, more recently, managing a range of award-winning residential construction brands and websites.



**JAMES MCCLISTER**  
Editor

James McClister is an award-winning journalist and editor, who has built a career covering housing and construction. Over the last decade, he has garnered national attention for his reporting on the industry's biggest topics, from the influence of private equity in residential construction to the impact of opioid abuse and addiction in remodeling. He currently leads the editorial team for *Custom Builder*.



**LAYNE DEAKINS**  
Associate Editor

As associate editor for *Pro Builder* and *Custom Builder*, Layne Deakins keeps an eye out for the latest and greatest products, contributes articles and videos on timely trends and innovative industry leaders, and produces the Daily Feed e-newsletter and Women in Residential Construction podcast.

# Editorial Awards



**JESSE H. NEAL AWARDS**  
Est. 1955

**FOLIO:** AMERICAN SOCIETY OF  
**A|S|B|P|E**  
BUSINESS PUBLICATION EDITORS  
*Fostering B2B Excellence*

- Jesse H. Neal Award winner six times, the most recent for “Best Single Issue of a Magazine” in 2022, and a finalist another 14 times.
- *Pro Builder* has won ASBPE’s National Magazine of the Year four times (2017-2020), among 25 national finalists and regional winners.
- Folio: Awards has recognized *Pro Builder* 25 times, including “Best Magazine Redesign” in 2020.

# Key Editorial Initiatives



**January-February:  
IBS 2024 Show Issue**

Featuring the annual New American Home, a spectacular custom home overlooking the Vegas Strip, as well as the 30th anniversary of Show Village and select winners from the Best in American Living Awards (BALA).



**March-April:  
Most Valuable Products  
Awards**

Showcasing the 6th annual Most Valuable Products Awards honoring the best in style, innovation and efficiency, as well as select winners of the National Sales & Marketing Awards (The Nationals).



**May-June: Housing Giants  
Special Report**

The much-anticipated annual Housing Giants rankings of home builders by 2023 revenue delivers insight into the largest and most successful builders in the country, attracting the most readers of any article *Pro Builder* publishes all year. The Housing Giants report provides a window into a group of 240 home builders that generated more than \$232 million from 478,000 closings in 2022, along with the types of homes they built and where they built them.

# Key Editorial Initiatives

The logo for ProBuilder Idea Homes features the word "PROBUILDER" in black and "IDEAHOMES" in red, with the "HOMES" part in a larger font size. The text is centered within a white circle.

**PROBUILDER  
IDEAHOMES**

**July-August:  
Idea Homes**

Designed and built from consumer preferences data, showcasing world-class design and commercially available innovation, and achieving enviable performance and resilience, our Idea Homes program offers a window into the future of home building.



**September-October:  
Forty Under 40**

We celebrate the 2024 class of housing's up-and-coming young leaders and innovators, providing a glimpse into their accomplishments, passions, and drive to succeed. We'll also recognize our annual National Housing Quality Award recipients, profiling builders that demonstrate operational excellence and strive for continual improvement.



**November-December:  
Builder Of The Year**

Who will be *Pro Builder's* 2024 Builder of the Year? No doubt, it will be an organization that is not only financially successful and sustainable, but also one that cultivates a great culture, nurtures young talent and explores new ideas, supports its community and the industry, builds homes to the highest levels of performance and quality, and sincerely respects the customer experience.

# Editorial Calendar

2024 Editorial Calendar | Bimonthly Frequency



IN EVERY ISSUE:

NAHB Housing Policy Briefing / NAHB Chairman's Message / Q+A (interview) / Business Management best practices / Sales + Marketing success stories / Design Trends

## January-February (IBS 2024 issue)

**Design/Cover:** The New American Home 2024

**Business:** AI for Home Builders

**IBS 2024 Experience:** Show Village 2024

**Design:** Best of BALA

**Quality Matters:** Ducts Inside Conditioned Space

**House Review:** Build-to-Rent Single-Family Detached

**Products:** The New American Home 2024 sponsors

*Online and Social: Products from Show Village 2024 sponsors*

---

**AD CLOSE DATE 1/16/2024**  
**AD MATERIAL DUE 1/18/2024**

## March-April

**Products:** The Most Valuable Products Awards

**Design:** The New American Home 2024: Kitchens and Baths

**Sales+Marketing:** Best of The Nationals

**Quality Matters:** Getting Subfloors Right

**House Review:** Luxury Production

---

**AD CLOSE DATE 3/14/2024**  
**AD MATERIAL DUE 3/15/2024**

## May-June

**Housing Giants:** Ranking the Largest Home Builders by Revenue

**Industry Snapshot:** Housing Giants Survey

**Quality Matters:** Build It Tight

**House Review:** Detached Starter Homes

**Products:** Air purification and ventilation

*Online and Social: Exclusive Housing Giants rankings by region/state and housing type*

---

**AD CLOSE DATE 5/10/2024**  
**AD MATERIAL DUE 5/14/2024**

This editorial calendar is subject to change without notice. Please contact an editorial team member with questions or to confirm.

# Editorial Calendar

2024 Editorial Calendar | Bimonthly Frequency



IN EVERY ISSUE:

NAHB Housing Policy Briefing / NAHB Chairman's Message / Q+A (interview) / Business Management best practices / Sales + Marketing success stories / Design Trends

## July-August

**Construction:** The Benefits of Standardizing Practices

**Quality Matters:** Ventilation Options

**House Review:** Making the Most of a Small Lot

**Products:** Outdoor living (decking, fencing, fireplaces, kitchens, etc.)

---

**AD CLOSE DATE 7/9/2024**  
**AD MATERIAL DUE 7/11/2024**

## September-October

**Cover and Special Feature:** Forty Under 40

**Business:** The National Housing Quality Awards

**Quality Matters:** Hidden Voids in Attic Insulation

**House Review:** Duplexes

**Products:** Accessibility (ADA compliance) and universal design (doors, flooring, bathtubs, etc.)

---

**AD CLOSE DATE 9/12/2024**  
**AD MATERIAL DUE 9/16/2024**

## November-December

**Business:** Builder of the Year

**Construction:** Resiliency

**Housing Intel:** 2025 Housing Forecast

**Quality Matters:** Changes to Improve Quality

**House Review:** On the Boards

**Products:** Waste reduction (reclaimed materials, 2-in-1 products)

---

**AD CLOSE DATE 11/5/2024**  
**AD MATERIAL DUE 11/7/2024**

This editorial calendar is subject to change without notice. Please contact an editorial team member with questions or to confirm.

# Pro Builder Rates And Specifications

## 2024 Gross Print Rates

Space Unit	Rate (x)		
	1x	3x	6x
Two-Page Spread	Talk to your SGC Horizon Integrated Media Advisor Today!		
Full Page			
1/2 - Page			
1/3 - Page			
1/4 - Page			

**Back Cover** — plus 20%    **Inside Back Cover** — plus 10%  
**Inside Front Cover** — plus 15%    **Special Positions** — plus 10%  
**TOC** — plus 15%

### SPECIFICATIONS

Publication Trim Size: 8.375" x 10.75"  
 Keep all live matter 0.25" away from trim on all four sides.

### ACCEPTED DIGITAL FORMATS

Press-optimized PDF using Acrobat Distiller's PDF/X-1a job option is the required format (300 dpi, CMYK color). PDFs prepared for use on the Web are unacceptable. Any other type of file may require the use of an outside vendor and will result in additional charges. Unless a SWOP ad proof is submitted, publisher will not accept responsibility for the integrity of the ad.

Please see our terms and conditions, short rates and cancellation information at <https://scrantongillette.com/advertise>.

## Ad Sizes

Space Unit	Specifications (width × height)	
	Non-Bleed	Bleed
Two-Page Spread	15.75" × 9.75"	17" × 11"
Full Page	7.5" × 9.75"	8.625" × 11"
2/3 - Page Vertical	4.75" × 9.75"	5.5" × 11"
1/2 - Page Spread	15.75" × 4.75"	17" × 5.5"
1/2 - Page Vertical	3.5" × 9.75"	4.25" × 11"
1/2 - Page Horizontal	7.25" × 4.75"	8.625" × 5.5"
1/3 - Page Vertical	2.25" × 9.75"	3" × 11"
1/3 - Page Square	4.75" × 4.75"	—
1/4 - Page	3.5" × 4.75"	—
1/8 - Page Product Spotlight	3.5" × 2.25"	—

For ad art uploads and additional ad info go to [scrantongillette.sendmyad.com](https://scrantongillette.sendmyad.com)

# For Advertising Opportunities, Contact:



Sean Olin // 609.230.7000 // [solin@sgcmail.com](mailto:solin@sgcmail.com)

## Editorial + Publishing Office

220 N. Smith Street, Suite 440, Palatine IL 60067  
847.391.1000 [ScrantonGillette.com](http://ScrantonGillette.com)

To see current and past Pro Builder events visit:  
[SGCHorizonEvents.com](http://SGCHorizonEvents.com)

For access to our full capabilities presentation, please contact your SGC Horizon Integrated Media Advisor



## Our Brand Family

CLICK LOGO TO ACCESS MEDIA KIT



Custom Builder

MULTIFAMILYPRO+



PRO+CONNECT EVENTS

