



**SAMPLE COVER CONCEPT**

HBA of Northern Michigan Presents

# Northern Michigan Homes & Remodeling Magazine

includes our 2021-22 Membership Directory

We have reinvented our directory this year to make it a glossy 4-color magazine with 36 pages of articles, ads and our directory. We will be printing 15,000 copies to be inserted into the Petoskey News Review, Charlevoix Courier, Gaylord Herald Times and Cheboygan Daily Tribune. 5,000 will be distributed in Northern Michigan at restaurants and other high-traffic locations. The magazine will also be available on our website as a flip book. Your ad will work for 12-months or more and reach vacation home owners and local residents. **Publish date is late June.**  
**SPACE IS LIMITED. PLEASE RESERVE EARLY. AD DEADLINE MAY 10.**

<b>ADVERTISING COMMITMENT — All ads will be in full color</b>	<b>Member</b>	<b>Non Member</b>	<b>PRICE</b>
Full Page Non Bleed 7.75" width x 10" high or Bleed 8.5 x11 (add .25 for bleed) Back Page SOLD \$1400	\$ 1100	\$1400	
1/2 Page ( 7.75" x 4.75")	\$ 550	\$650	
1/4 Page (3.75" x 4.75")	\$ 450	\$525	
1/8 Page (3.75 x 2.375") Slightly larger than a business card	\$ 325	\$375	
<b>Full page Article plus a Full Page Ad</b> — We can create an article for your company on a topic related to your business and then byline the article from your company. Or, you can submit an article by following our guidelines. Article writing is \$100 per article additional. OR <b>Half Page Article and 1/2 page ad—or 3/4 page article and 1/4 page ad</b>	\$ 2000 \$ 1100	\$2400 \$1400	
<b>TOTAL</b>			

- Repeat my ad from 2020 Directory     Sending new ad. Email PDF of ad to janeteo@hbanm.com. **Due by May 10, 2021**
- I need an ad created. There is no fee to create your ad. Please email us a photo, logo and the copy for your ad to Janeteo@hbanm.com. Content needs to be to us by May 10. You will get a proof to approve.
- Article — I would like help with my article. Additional fee to write your article is \$100
- Article — I will be submitting an article (Please see our article guidelines on next page)
- Check is being mailed. Checks to: HBA of Northern Michigan. See address below
- Please bill me **Ad payments due by May 20.** Payment may be split up for HBANM members.
- Pay by Credit Card. We will call you for info. (a processing fee is added. )



Company \_\_\_\_\_ Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Billing Address \_\_\_\_\_

Email this form to: Janet Chambers, Exec Officer    janeteo@hbanm.com

For Questions call Janet Chambers, at: cell 814-308-3168

HBA of Northern Michigan, 455 Bay Street, Petoskey, MI 49770

# Northern Michigan Homes & Remodeling Magazine

## SAMPLE PAGES

### Kitchen Remodeling Trends

By Melissa Foster Cisney, Cisney & O'Donnell Builders & Remodelers



The kitchen area is often the focal point of a home and as such, it has taken on a new look and function. Homeowners today want larger kitchen areas that connect to comfortable sitting rooms where everyone in the family can congregate. When planning your next renovation, keep in mind that investing in the right design and materials can increase the value of your home.

Here are some trends to keep in mind if you are considering a kitchen remodel:

Open floor plans – Walls can often be removed or areas expanded to accommodate an open floor plan to add living space adjacent to the kitchen.

Large islands and more counter space – Many kitchen islands today include comfortable seating and the islands often look more like furniture with decorative moldings and legs.

White cabinets are still in style – White

cabinets come in many styles from contemporary to traditional or country.

Versatile storage options – Cabinetry today offers many storage options to make it easy to keep everything in place. Lower cabinet drawers are popular since it is easy to see all the contents. Other options are built-in utensil trays, wine bottle and glass racks, and vertical pull-out cabinets for spices and small jars.

Pendant lighting – Pendant lights, often hung over an island, come in many styles and can add a strong design element.

New choices for backsplashes and countertops – Backsplashes made from smaller-staggered tiles are very popular. They come in a variety of materials including glass, ceramic tile and metal. While granite counter tops are still popular, the many styles and can add a strong design element.

New choices for backsplashes and countertops – Backsplashes made from smaller-staggered tiles are very popular. They come in a variety of materials including glass, ceramic tile and metal. While granite counter tops are still popular, the many composite materials available offer more color choices for durability and lasting beauty.

High-end metal appliances – Stainless steel appliances make a kitchen look up-to-date and are less likely to go out of style.

Microwave placement – Placing the microwave over the stove is fine, but consider other options as well. A common trend is to install the microwave within a

lower-cabinet area for easier access. Placing a stylish stainless steel range hoods over the stove creates a focal point when paired with decorative backsplash treatments.

Kitchen desks are out – Most homeowners today do not want a kitchen desk which just tends to attract clutter. With home offices on the rise, the kitchen desk is not needed. Instead, add bookshelves for cookbooks and concealed storage areas to keep cell phone chargers and a kitchen computer or tablet so they are out of sight but within easy reach.

Bring your ideas to your kitchen designer to help integrate your style into your



Shown above is a sample 2 page spread with ad and article . Cost is \$2000 for members; \$2400 for non members

### ARTICLE WORD COUNT

1. Full page article adjacent to full page ad = Article should be about 700—800 words with one image
2. Full + half page article and half page ad = Article should be about 1200-1400 words with one image
3. Half page article—Article should be about 400-500 words

### Article Guidelines:

Articles cannot be just about your company. Readers will enjoy articles about building or remodeling trends, before and after photos and stories on a project, information about selecting materials or guidelines of some type. Please ask us for guidance if needed. **We have the right to reject any content that does not abide by these guidelines and/or re-write submitted information.**

We can assist you with your article for an additional fee of \$100

**For questions, please contact Janet Chambers, EO , HBA of Northern Michigan**

Cell 814-308-3168 janeteo@hbanm.com