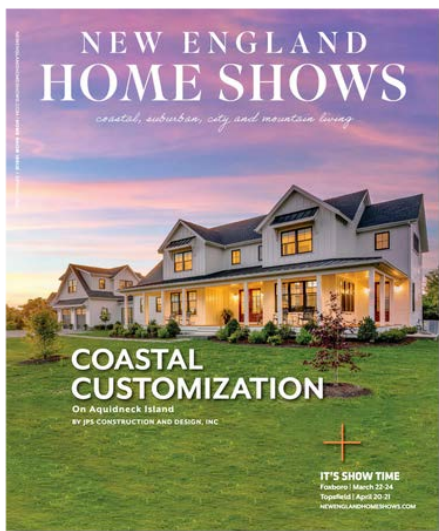


GO BEYOND YOUR BOOTH & BECOME A NEW ENGLAND HOME SHOWS



365 EXHIBITOR

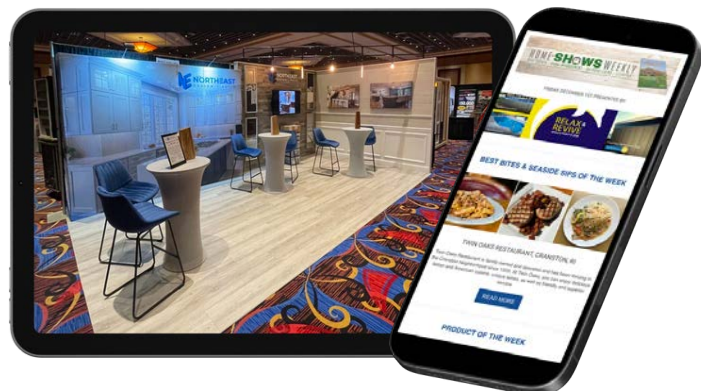
EVERY YEAR YOU WILL RECEIVE...

- BOOTH IN HOME SHOW(S)
- EMAIL BLAST(S)
- WEEKLY ENEWS POSITION(S)
- SOCIAL MEDIA STORIES & POSTS
- WEB BANNERS IN ROTATION
- MAGAZINE AD IN ANNUAL ISSUE

WHY HS365?

- REACH MILLIONS OF HOMEOWNERS
- GENERATE QUALIFIED LEADS
- CLOSE SALES YEAR ROUND

Produced by Castle Events
Published by Home Golf Lifestyle Media



THE LARGEST, LONGEST RUNNING & MOST ATTENDED
HOME IMPROVEMENT & OUTDOOR LIVING EVENTS IN THE REGION

NEW ENGLAND HOME SHOWS

2025 EVENT SCHEDULE

MARLBORO, MA | FEB. 28 - MAR. 2

FOXBORO, MA | MARCH 21-23

LINCOLN, RI | MARCH 28 - 30

TOPSFIELD, MA | APRIL 26-27



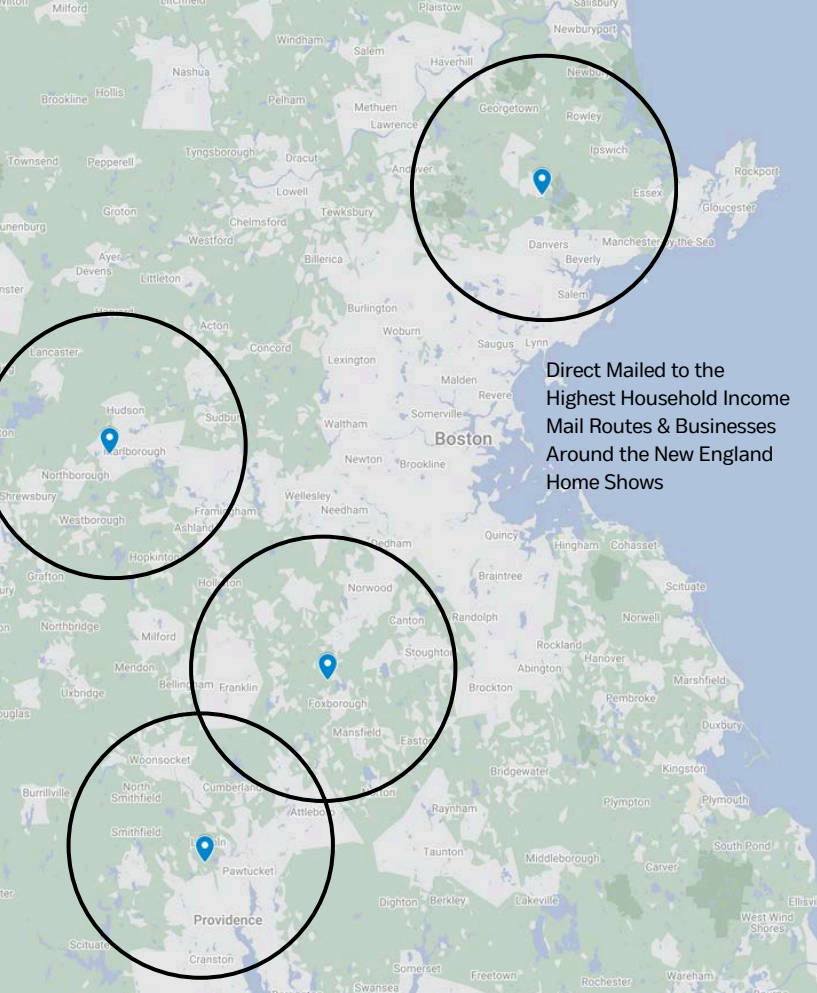
SHOW SNAPSHOT

- Meet with over 65,000 affluent homeowners & industry professionals
- 300,000+ SF of Convention Hall Exhibit Space
- Over 500 Exhibiting Home Improvement & Outdoor Living Companies
- All-encompassing promotional campaign that includes TV, radio, billboards, print/online, direct mail, social media and geo-fencing.
- Free parking, on-site/nearby hotels, restaurants & entertainment
- 10x10 - \$1,700 (\$17/sqft) | Corner - + \$200 | Bulk Space & Multi Show Discounts

WHY EXHIBIT



SCAN TO EXHIBIT



Direct Mailed to the Highest Household Income Mail Routes & Businesses Around the New England Home Shows

Annually Reaches

2 MILLION +

Affluent Homeowners & Industry Professionals

at shows, at home, at work, at appointments & more!

New England Home Shows Magazine is an annual 9' X 11" luxury printed publication that targets a niche demographic of readers focusing on home improvement, outdoor living and real estate.

NEHS is mailed/emailed to almost 200,000 homeowners and Real Estate/Home Industry Professionals in a 30 mile radius of each New England Home Show. NEHS is also direct mailed to multiple high readability locations such as car dealers and doctors/professional offices.

NEHS is also handed to the attendees at the NEHS's in Foxboro, Marlboro, Topsfield and Rhode Island as well as the Northeast Golf Show in Foxboro.

OUR HOMEOWNERS

BY THE NUMBERS FROM HOME SHOWS & READER SWEEPSTAKES

60%
FEMALE READER

57
AVERAGE AGE

\$1.2M
AVERAGE NET WORTH

- LIVE IN HOMES VALUED OVER \$600,000
- HOUSEHOLD INCOME OVER \$175,000
- TAKE 2+ VACATIONS PER YEAR
- FREQUENTLY DINE, SHOP & PLAY GOLF



200,000+
Print magazine readers / issue w/ 12 month shelf life.



500,000+
Digital magazine readers per issue w/ live links, videos, and more.



150,000+
Online average unique visitors per month from all devices



80,000+
Engaged Email Subscribers w/ 39% Open Rate



95,000+
Social Media reach monthly across all channels and partners.



65,000+
Home & Golf Show attendees reached in MA & RI annually

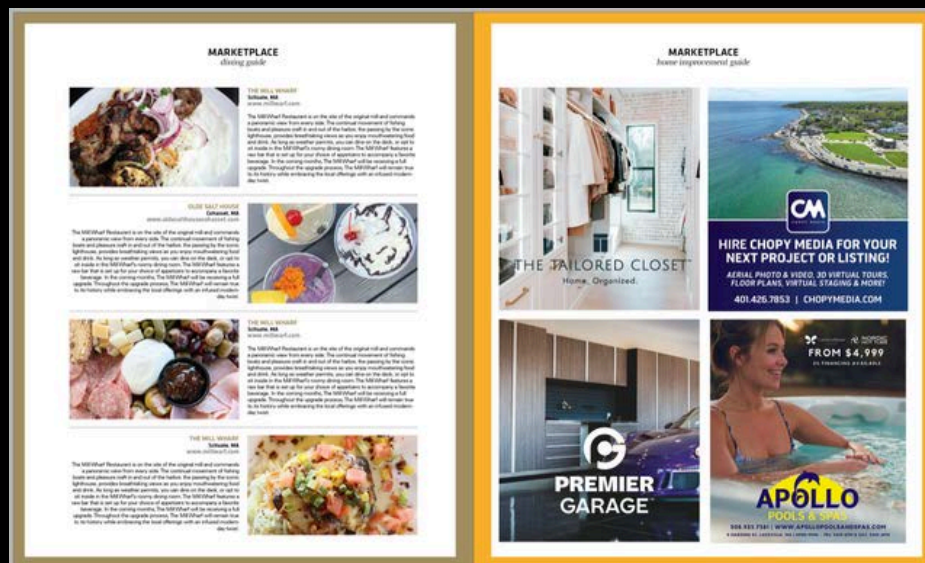
HS365 EXHIBITOR MARKETPLACE PACKAGE

Real Estate, Home Improvement, Design Decor, & More

- REACH MILLIONS OF HOMEOWNERS
- GENERATE QUALIFIED LEADS
- CLOSE SALES YEAR ROUND

\$2,200/year or \$600/quarter

- 1 shared eblast per year **
- 1 weekly enews position per year
- 1 social media post/story per year
- 1 online exhibitor profile per year ***
- 1 quarter page ad in NEHS annual magazine
- 1 booth in a Home Show of Your Choice (10x10)



** Eblast shared with one to three other non-competing exhibitors
 Online Profile on NewEnglandHomeShows.com Live for 365 Days

HS365 PREMIUM PACKAGES

Platinum - \$10,000/year OR \$3,000/quarter

- 6 dedicated eblasts per year
- 6 weekly enews sponsorships per year
- 6 social media posts/stories quarterly
- 4 web banners in rotation on NEHS website
- 1 online exhibitor profile per year ***
- 1 two-page spread in NEHS Annual Magazine
- 1 booth in a Show of Your Choice (10x10)

Gold - \$7,500/year OR \$2,000/quarter

- 5 dedicated eblasts per year
- 5 weekly enews sponsorships per year
- 5 social media posts/stories quarterly
- 3 web banners in rotation on NEHS website
- 1 online exhibitor profile per year ***
- 1 full page in NEHS Annual Magazine
- 1 booth in a Show of Your Choice (10x10)

Bronze - \$3,600/year OR \$1,000/quarter

- 4 dedicated eblasts per year
- 4 weekly enews sponsorships per year
- 4 social media posts/stories quarterly
- 2 web banners in rotation on NEHS website
- 1 online exhibitor profile per year ***
- 1 half page in NEHS Annual Magazine
- 1 booth in a Show of Your Choice (10x10)

EMAIL PACKAGE ADD-ON

EBLAST & ENEWS SPONSORSHIP

\$1,500



Send an eBlast & Sponsor Our Weekly eNews w/ over 80K Homeowners

- REACH MILLIONS OF HOMEOWNERS
- GENERATE QUALIFIED LEADS
- CLOSE SALES YEAR ROUND



FULL PAGE



ADVERTORIAL

1/2 PAGE



FULL SPREAD

** Eblast shared in one to three other competing exhibitors **

Online Profile on New England Home Shows.com Live for 365 Days

DISPLAY ADVERTISING MENU

Prime Front Cover = Contact Us

w/ 4pg story inside + 2 eblasts

Prime Back Cover = Contact Us

w/ 2pg story inside + 2 eblasts

Prime Positions

Center Fold Two-Page Spread = \$7,500

Front Inside Two-Page Spread = \$6,500

Rear Inside Two-Page Spread = \$5,500

Front Section Full Page = \$3,750

***above includes 1 eblast



Display Ads

Full Spread = \$4,500

Full Page = \$2,900

1/2 Page = \$1,750

1/4 Page = \$950



HALF PAGES & FULL PAGE

ADD-ON DEDICATED EMAIL BLAST(S)

1 Blast = \$1,750 | 2 Blasts = \$3,000 | 4 Blasts = \$4,800

PRINT. DIGITAL. SOCIAL. EVENTS.

BRANDING & GRAPHIC DESIGN | PRINTING & MAILING
WEB DESIGN & HOSTING | SOCIAL, EMAIL & CONTENT MARKETING
DIGITAL & PRINT ADVERTISING | GEO, EVENT & ADDRESSABLE FENCING



HOME GOLF LIFESTYLE



MEDIA

DESIGN.DISTRIBUTE.DELIVER

PRINT • DIGITAL • SOCIAL • EVENTS

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