

2025 MEDIA KIT

# At Home ON CAPE COD

Home Builders & Remodelers Association of Cape Cod

Showcasing excellence in  
building on Cape Cod

[capecodbuilders.org](http://capecodbuilders.org)



Builder: Laplante Construction  
Architect: SV Design  
Photo: Marina Porl



Architect: Gregory Legault, Legault Design  
Builder: Wellen Construction  
Photo: Amber Jane Barricman

*At Home on Cape Cod* is quickly becoming the standard for the sophisticated consumer who appreciates quality in design, building, remodeling and home improvement on Cape Cod. Published by the Home Builders & Remodelers Association of Cape Cod, *At Home on Cape Cod* is the only publication that reaches both home industry professionals as well as affluent home owners.

Two issues a year—Spring/Summer and Fall/Winter—are mailed to 8,300 of the most affluent homeowners on Cape Cod. We also distribute 2,700 copies placed in prime locations, waiting rooms, key industry businesses...places where homeowners are exploring choices about their home building options.

### Submit Your Projects

We're always on the lookout for inspiring projects to feature in *At Home on Cape Cod*!

Email your project for a chance to be showcased to Carol Dumas, editor:  
[carol@capecodbuilders.org](mailto:carol@capecodbuilders.org)



The Home Builders & Remodelers Association of Cape Cod has been recognized for its *At Home on Cape Cod* with an Award of Excellence from the Executive Officers Council of the National Association of Home Builders. The award was given for the Fall/Winter 2022 issue in the category Best Publication (Print or Electronic).

### Distribution

- 2 issues/year: Spring/Summer and Fall/Winter
- 11,000 units printed per issue
- 8,300 units direct mailed to a recently refreshed and highly targeted list of the highest-value, highest-income Cape Cod property owners most likely to make home building, remodeling, and improvement decisions. Distinct addresses.
  - Highest property values - residential/voting property owners
  - Highest income established residential property owners
  - Highest income new property owners last 12 months
- 775 units to waiting rooms
- 325 units to leading industry businesses
- 1,700 units via direct distribution to consumers making home building choices.



Holly Hudson Designs  
Photo: Jon Moore  
Architectural Photography



McPhee Associates  
Photo by Amber Jane Barricman

## Advertising Rates

	2-PAGE SPREAD	FULL PAGE	1/2 PG	1/4 PG	1/8 PG*
<b>MEMBER</b>					
Member Rate one issue	\$4,515	\$2,730	\$1,520	\$815	\$500
Member Rate multiple issues	\$4,305	\$2,625	\$1,420	\$660	\$450
<b>NON-MEMBER</b>					
Non-Member Rate one issue	\$4,900	\$3,000	\$1,700	\$970	\$660
Non-Member Rate multiple issues	\$4,600	\$2,900	\$1,600	\$920	\$605

## Premium Positions

	BACK COVER	INSIDE FRONT COVER	INSIDE BACK COVER	PAGE ONE
Member Rate one issue	\$5,565	\$4,460	\$4,300	\$4,300
Member Rate multiple issues	\$5,465	\$4,360	\$4,200	\$4,200

## Deadlines

### SPRING/SUMMER 2025

**April 15, 2025**

Space Reservation  
& Ad Materials Due

**April 22, 2025**

Camera Ready Ads &  
Final Ad Approval Due

### FALL/WINTER 2025

**September 29, 2025**

Space Reservation  
& Ad Materials Due

**October 13, 2025**

Camera Ready Ads &  
Final Ad Approval Due

## Advertising and Association

### Membership Inquiries:

774-330-3140

[hbracc@capecodbuilders.org](mailto:hbracc@capecodbuilders.org)

[capecodbuilders.org](http://capecodbuilders.org)

## RESOURCE DIRECTORY

In each issue of *At Home on Cape Cod*, HBRACC members receive a free listing in the Resource Directory Guide. Please login to your HBRACC account ([capecodbuilders.org](http://capecodbuilders.org)) to verify your contact information is up-to-date.

\*All 1/8 page ads will appear in the membership directory section.

# ON CAPE COD At HOME

Home Builders & Remodelers Association of Cape Cod

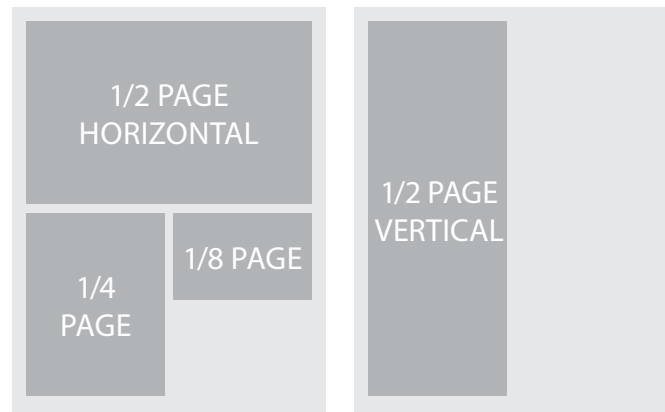
## Advertising Specs

SIZE	DIMENSIONS
Full Page Non-Bleed	7.63"w x 10"h
Full Page Bleed	Trim: 8.375"w x 10.875"h • Please include an additional 1/8" bleed on all sides • Please keep all text a half- inch within the trim
1/2 Page Horizontal	7.63"w x 4.88"h
1/2 Page Vertical	3.69"w x 10"h
1/4 Page	3.69"w x 4.88"h
1/8 Page	3.69"w x 2.31"h



### CAMERA-READY AD SUBMISSION:

Please submit a high resolution (300 ppi or higher), CMYK PDF file. Please convert spot colors to process. We will not be responsible for the reproduction of ads that do not meet these requirements. Please email ads to [alison@alisoncaron.com](mailto:alison@alisoncaron.com).



349 Route 28, Suite E  
West Yarmouth, 02673  
774-330-3140  
[capecodbuilders.org](http://capecodbuilders.org)

The HB&RACC is a professional trade association, presently consisting of more than 300 company members. We represent the home building industry: builders and remodelers, suppliers, subcontractors, and individuals and businesses related to residential construction.

### What we do:

- Advocate for our industry, assuring home-ownership for all on Cape Cod
- Act as watchdogs and the voice of the industry
- Deliver education and training to our members and the general public
- Provide networking opportunities
- Support charities and scholarships
- Support our communities in which we live, play and raise our families