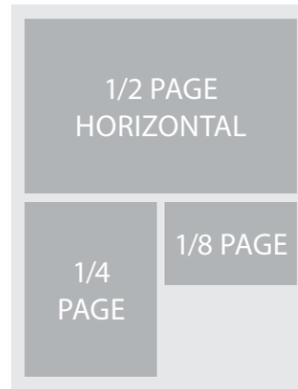
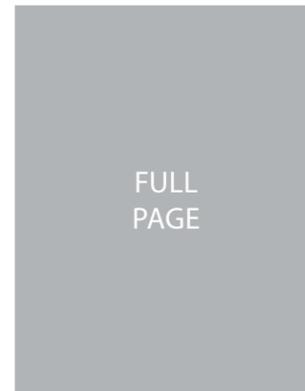


AT HOME ON CAPE COD

Where trusted professionals meet serious homeowners.

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 to mail@alisoncaron.com. Please convert spot colors to CMYK process. We are not responsible for the reproduction of ads that do not meet these requirements.

PRODUCTION CHARGES:

Should you need help creating your ad, production is available from Alison Caron Design for \$50–\$250*. Please contact mail@alisoncaron.com to begin working on your ad.

Deadlines

SPRING/SUMMER 2026

May 22, 2026

Space Reservation & Ad Materials Due

May 29, 2026

Camera Ready Ads & Final Ad Approval Due

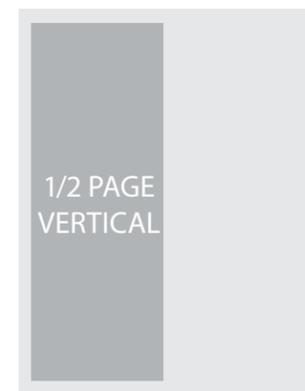
FALL/WINTER 2026

October 9, 2026

Space Reservation & Ad Materials Due

October 16, 2026

Camera Ready Ads & Final Ad Approval Due



Advertising, Sponsorship, and Membership Inquiries

Ian Lee, *Business Development & Partnerships Consultant*
508-444-2986 | partnerships@capecodbuilders.org

*Ad production fees include layout design and basic revisions. All assets—including logos, photos, and text—must be supplied by the advertiser. Stock photography, if needed, will incur an additional charge.

AT HOME ON CAPE COD

Published by the Home Builders & Remodelers Association of Cape Cod, Inc. (HBRACC)

Where Cape Cod Homeowners Start Their Next Project

Meet the Homeowners Investing in Their Homes & Properties

Connecting Trusted Professionals with Serious Homeowners

2026 Advertising Opportunities & Deadlines

capecodbuilders.org



Clancy Construction
Photo: Clancy Construction



Builder: Laplante Construction
Architect: Oak Hill Architects
Photo: Amber Jane Barricman



The Valle Group
Photo: Dan Cutrona



Sea View Builders
Photo by Christian Hegarty

Why AT HOME? ON CAPE COD

A CURATED GUIDE TO EXCELLENCE

At Home on Cape Cod is not a lifestyle magazine—it is a decision-stage publication anchored in local expertise and produced by the Home Builders & Remodelers Association of Cape Cod, Inc. Each issue showcases projects completed by licensed, insured professionals—many recognized through the BRICC (Building & Remodeling Industry of Cape Cod) Awards, the Cape’s exclusive honors celebrating the Best of the Best.

Each issue includes a printed member directory and directs readers to HBRACC’s searchable online directory, with digital editions and archived issues available on a dedicated landing page—reinforcing its role as a trusted resource homeowners use when selecting the right expert.

Because HBRACC membership requires licensing, insurance, and strong professional standing, advertisers are aligned with vetted industry professionals—not open-directory listings.



2026 Advertising Pathways

Commit to more than one issue and your benefits increase!

FULL-YEAR PREMIUM VISIBILITY

Full page in BOTH issues

- Enhanced Web Participation
- Your choice of ONE:
 - › **2 Social Media Spotlights** (professionally written & designed)
 - › **Newsletter Sponsorship Placement** (logo, description, direct link)

HBRACC’s digital ecosystem reaches 90,000+ page views per year (4,500 engaged users per month) and a highly engaged, segmented email audience.

OPTIONAL PREMIUM ADD-ONS (PREFERRED RATES)

Targeted Social Media Campaign \$350
Custom creative + audience targeting. (Advertiser-funded ad spend required.)

Dedicated Email to Membership \$500
Professionally designed email delivered to active member list.

Custom packages available - inquire!

MULTI-ISSUE VISIBILITY

½ page or larger in BOTH issues

- Preferred multi-issue pricing
- Enhanced Web Participation
 - › Priority directory placement
 - › Expanded description & categories
 - › Direct contact links

Meet Our Readers

AUDIENCE & DISTRIBUTION

- 2 issues per year (Spring/Summer & Fall/Winter)
- 11,000 copies per issue
- 8,300 direct-mailed to high-value residential property owners
- Highly targeted mailing list focused on the exact homeowners our advertisers want to reach

ISSUE CALENDAR

Spring/Summer
Whole-home projects, landscaping, outdoor spaces, engineering

Fall/Winter
Whole-home projects, baths, ADUs, specialty spaces

EXTENDED LIFESTYLE DISTRIBUTION

Beyond direct mail, *At Home* is strategically placed in curated, high-traffic environments

where affluent homeowners spend time and engage thoughtfully.

Copies are distributed to

- Luxury design showrooms
- Construction-related businesses and trade partners
- Boutique hotels and inns
- Private clubhouses
- Spa waiting rooms and wellness centers
- Medical and professional offices

Unlike fleeting digital impressions, *At Home* remains visible in environments aligned with comfort, investment, and lifestyle enhancement.

READER PROFILE

Affluent. Engaged. Decision-Driven.

At Home reaches a highly qualified audience of Cape Cod property owners actively investing in their homes and lifestyle.

Our readership is composed primarily of:

- Heads of households and married households
- Primary financial decision-makers

- Owners of high-value primary and second homes on Cape Cod
- Established professionals and business owners
- Highly educated (many with graduate-level education)
- Invested in luxury living, design, travel, and elevated lifestyle experiences

These readers are not casual browsers—they are planners and investors who value craftsmanship, trusted referrals, and long-term professional relationships.

Mindset

- Quality over quantity
- Reputation matters
- Research-oriented but relationship-driven
- Retains the magazine as a long-term resource guide

Because *At Home* is produced by HBRACC, readers understand they are viewing projects and professionals who are licensed, insured, and vetted. That trust factor elevates advertiser positioning from “option” to “preferred choice.”

Cover: Builder: Hutker Architects, Photo: Greg Premru

2026 Print Advertising Rates

	2-PAGE SPREAD	FULL PAGE	1/2 PG	1/4 PG	1/8 PG*
MEMBER					
Member Rate one issue	\$4,515	\$2,730	\$1,520	\$875	\$500
Member Rate multiple issues	\$4,305	\$2,625	\$1,420	\$775	\$450
NON-MEMBER					
Non-Member Rate one issue	\$4,900	\$3,050	\$1,750	\$1,000	\$650
Non-Member Rate multiple issues	\$4,600	\$2,950	\$1,650	\$925	\$600

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

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

Premium placements are limited and reserved on a first-come, first-served basis.