

At Home ON CAPE COD

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



EXPANDED REALTOR® DISTRIBUTION

Now reaching recent Cape Cod
homebuyers through local REALTORS®

capecodbuilders.org



Builder: Bannon Custom Builders
Architect: SV Design
Photo: Ryan Maheu



Builder: E.J. Jaxtimmer Builder, Inc.
Photo: Chris Racinski

EXPANDED REALTOR® DISTRIBUTION

Through our partnership with the Cape Cod & Islands Association of REALTORS® (CCIAOR), copies of *At Home on Cape Cod* are provided to local REALTORS® to share with recent homebuyers and place in short-term rentals across the region.

This places the magazine in the hands of homeowners at one of the most important decision-making moments in the lifecycle of a home—**immediately after purchase**. Whether planning renovations, furnishing a new space, improving landscaping, or seeking trusted local service providers, recent buyers are actively establishing local relationships and making purchasing decisions for their new properties.

For advertisers, it means additional exposure to a highly engaged audience with immediate needs and purchasing intent.



Meet Our Readers

AUDIENCE & DISTRIBUTION

- 2 issues per year (Spring/Summer & Fall/Winter)
- 11,000 copies per issue
- 9,500 direct-mailed to high-value residential property owners across Cape Cod
- Distribution to new homeowners & short-term rentals through our partnership with the Cape Cod & Islands Association of REALTORS® (CCIAOR)
- Highly targeted audience of homeowners actively investing in, improving, and personalizing their properties

ISSUE CALENDAR

Fall/Winter 2026

Award-winning historic renovations & specialty spaces, ADUs

Spring/Summer 2027

Award-winning bathrooms, tile, remodels & new home construction

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

In addition, a growing share of readership comes from recent homebuyers who are establishing local relationships and making purchasing decisions for their new properties.

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.”



Builder: Cape Associates Inc.
Architect: Studio For
Photo: Lara Kimmerer

Builder: Bernice Wahler Landscapes
Photo: Jane Messinger Photography

2026–2027 Advertising Pathways

Commit to both issues and your visibility increases!

MULTI-ISSUE VISIBILITY

½ page or larger in BOTH issues

- Preferred multi-issue pricing
- Enhanced Digital Visibility

FULL-YEAR PREMIUM VISIBILITY

Full page in BOTH issues

- Enhanced Digital Visibility
- Preferred multi-issue pricing

• Your choice of ONE:

- › **2 Social Media Spotlights**
- › **Newsletter Sponsored Content**

MOST VISIBILITY

ENHANCED DIGITAL VISIBILITY

Extend your presence beyond the magazine

Priority placement in HBRACC's online directory, expanded company description and categories, and direct contact links that make it easier for homeowners to find and connect with you.

HBRACC's digital ecosystem generates 90,000+ page views per year (approximately 4,500 engaged users per month), along with access to a highly engaged, segmented member and industry email audience.

Amplify an Ad Exclusive bundled rates for At Home Advertisers

REACH MORE BUILDERS & INDUSTRY PROFESSIONALS

Dedicated Email to Membership **\$500**

\$1,000 standalone. Direct email to HBRACC's member distribution list

Newsletter Sponsored Content **\$300**

\$600 standalone. Up to 200 words, one image & linked sponsor header

Newsletter Banner Ad **\$150**

\$300 standalone. Clickable banner placement in HBRACC newsletter

REACH MORE HOMEOWNERS, BUILDERS — OR BOTH

Social Media Spotlight **\$200**

\$400 standalone. Two professionally written & designed posts

Social Media Boosted Campaign **\$750**

Included \$300 ad spend. Customized audience targeting, strategy, & ad management

CUSTOM PACKAGES

Available—Inquire!

Bundled rates available when purchased with At Home advertising or event sponsorship

Advertising, Sponsorship, and Membership Inquiries

Ian Lee, *Business Development & Partnerships Consultant*

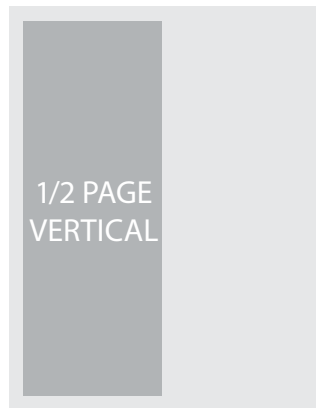
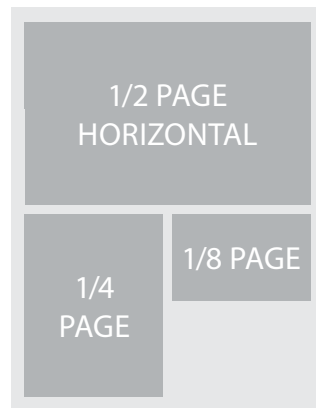
508-444-2986 | partnerships@capecodbuilders.org

ON CAPE COD At Home

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.

2026–2027 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.

*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.