

# MARKETING PLANNER

20  
25

# AT A GLANCE

## GENERATE DEMAND & HIGH QUALITY LEADS IN THE REMODELING AND HOME IMPROVEMENT INDUSTRIES

Leverage **Pro Remodeler's** engaged audience, comprehensive coverage, multi-channel opportunities, and exclusive events to generate demand and high-quality leads in the residential remodeling sector. Our audience of **business owners, decision-makers and influencers are responsible for residential remodeling, kitchen and bath, and exterior replacement.**



**PROREMODELER.COM**  
23,932 Monthly Page Views  
[+VISIT WEBSITE](#)



**SOCIAL**  
49K+ Followers  
Join the Conversation on:  
[Facebook](#), [LinkedIn](#), [YouTube](#)  
and [Instagram](#)



**EVENTS**  
Unique Events  
Explore our one-of-a-kind events:  
[Women in Residential Construction](#), [The Pinnacle Experience](#) and  
[Pinnacle Club](#)



**MAGAZINE**  
163,485 Total Reach  
Includes 78,000 NAHB Bonus Distribution  
6x Annual Print and Digital Issues  
Award Winning Editorial Coverage  
[+VISIT DIGITAL LIBRARY](#)



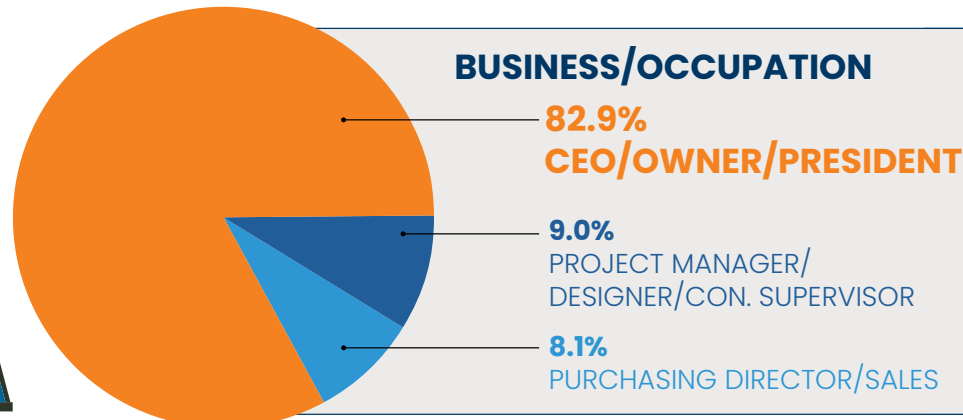
**NEWSLETTERS**  
94,199 Subscribers  
Remodeling and Home Improvement  
Focused Newsletters from Pro Remodeler,  
ProTrade Craft and Custom Builder



**PROGRAMMATIC REACH**  
102,589 Active Audience



[VIEW FULL AUDIENCE PROFILE](#)



### AUDIENCE SEGMENTATION

- Business/Occupation
- Products (Buy/Specify)
- Job Title
- Annual Dealer Volume
- Years in Business
- Geography (3 digit Zip Code)

And many more

# KEY EDITORIAL INITIATIVES



## THOUGHT LEADERS

Pro Remodeler's Thought Leaders are an elite, selective group of standout, cutting edge remodeling and home improvement company owners. These Thought Leaders take charge in the industry and represent its future. The Thought Leaders editorial coverage involves highlighting this group, anticipations for the new year, business approaches, favorite products, and more to inform and influence other business owners.

**January/February**



## FORTY UNDER 40

Pro Remodeler is shining a well-deserved spotlight on the industry's best and brightest young professionals. The Forty Under 40 is our most popular award program, and this issue celebrates the winners' leadership, achievements, and ambition. From honoring CEOs and tradespeople to designers and marketing experts, we tap into the potential of the next generation. These leaders are the change-makers shaking up the industry and shaping the future of remodeling and home improvement.

**March/April**



## THE PINNACLE EXPERIENCE

Pro Remodeler's new event brings the whole industry together for one ideal opportunity. The Extreme Sales Summit and Extreme Lead Gen are now co-located to leverage the strength of both brands, with a renewed focus on leadership and technology. This highly targeted event focuses on bringing home improvement and remodeling professionals the best innovations in tech today. Come join the hundreds of forward-thinking company owners for this exciting experience.

**May/June**



## MVP AWARDS

The Most Valuable Product (MVP) Awards showcases innovative products with cutting-edge designs, labor-saving features, and high-quality production. The winners, selected by a judging panel of industry professionals, reveals the products most impactful to the industry as well as giving readers the opportunity to find a new favorite brand or product in categories such as kitchen, bath, exterior, surfaces, and structural.

**July/August**



## WOMEN IN RESIDENTIAL CONSTRUCTION

The annual conference gathers 300+ women in construction for three transformative and education-rich days packed with industry speakers, AIA-accredited sessions, breakout education tracks, roundtable discussions, panels, and networking events.

**September/October**



## HOME IMPROVEMENT LEADERS

The Home Improvement Leaders issue recognizes the largest home improvement companies as well as new and emerging superstars in the windows, roofing, siding, and decking markets. This issue specifically targets the highly sought-after demographic of home improvement pros.

**November/December**



5X **Jesse H. Neal Award Winner** | 7X **Jesse H. Neal Finalist** | 2X **Azbee Award Winner**

# EDITORIAL CALENDAR

	JAN/FEB	MAR/APR	MAY/JUN	JUL/AUG	SEP/OCT	NOV/DEC
<b>COVER FEATURE</b>	Thought Leaders	Forty Under 40	The Pinnacle Experience	MVP Awards	Women in Residential Construction	Home Improvement Leaders
<b>PROTRADECRAFT</b>	Jobsite Know-How	Jobsite Know-How	Jobsite Know-How	Jobsite Know-How	Jobsite Know-How	Jobsite Know-How
<b>HOME IMPROVEMENT PROFESSIONAL</b>	Exterior Replacements: Windows K&B Coverage: Surfaces Products: Cabinets, Sinks	Exterior Replacements: Roofing K&B Coverage: Cabinets Products: Lighting, Software	Exterior Replacements: Decking K&B Coverage: Toilets Products: Appliances, Windows	Exterior Replacements: Trim K&B Coverage: Countertops	Exterior Replacements: Outdoor Finishes K&B Coverage: Toilets Products: Siding, HVAC, Doors	Exterior Replacements: Windows K&B Coverage: Flooring Products: Roofing, Kitchen Sinks & Faucets, Surfaces
<b>ADDITIONAL OPPORTUNITIES</b>	IBS/KBIS, Feb. 25-27, Las Vegas		The Pinnacle Experience, June 18-20, Chicago		Women in Residential Construction Conference, October 1-3, Austin	
<b>AD CLOSE</b>	12/18/25	2/18/25	4/15/25	6/13/25	8/12/25	10/20/25
<b>MATERIAL DUE</b>	12/20/25	2/20/25	4/17/25	6/17/25	8/14/25	10/22/25
<b>MAIL DATE</b>	1/28/25	3/25/25	5/20/25	7/22/25	9/16/25	11/25/25

# MARKETING SOLUTIONS



## INTELLIGENCE & RESEARCH

Actionable Intelligence: Comprehensive research services that provide actionable insights, helping identify trends and understand buyer behavior.

- MARKET INSIGHT
- BRAND HEALTH
- PRODUCT LAUNCH
- VOICE OF CUSTOMER



## CONTENT DEVELOPMENT

Compelling Narratives: Subject matter experts and designers that create engaging content to generate demand and establish thought leadership.

- WHITE PAPERS
- REPORTS
- FAQ's
- TOP TIPS
- ARTICLES
- INFOGRAPHICS



## AUDIO & VISUAL EXPERIENCES

Engaging Experiences: High-quality visuals and intuitive interfaces that align with the buyer's journey and reinforce brand identity throughout campaigns.

- PODCASTS
- QUIKCHATS
- EVENT VIDEO
- EXPLAINER VIDEO
- STORYDESIGNS



## LEAD GENERATION

Highly-Qualified Compliant Leads: Targeted content syndication, unique solutions, and advanced nurturing techniques that align with ideal customer profiles.

- PERSONA TARGETING
- CONTENT SYNDICATION
- WEBINARS
- EBOOKS



## AI-POWERED MARKETING

Real-time Targeting: Advanced analytics and reporting tools for refined targeting, personalized messaging, campaign optimization and improved ROI.

- [LEARN MORE AT PERSONIF.AI](#)



## EBM MARKET NETWORKS

Target Ideal Customer Profiles: Precision marketing solutions for building awareness and keeping brands top of mind with decision-makers and buying teams in key sectors.

- DIGITAL AD NETWORK
- SOCIAL MARKETING
- EMAIL MARKETING



Leveraging our subject matter expertise, extensive data, and engaged audiences, we create strategic digital marketing solutions that impact our customer's marketing goals.

Extensive portfolio of 100+ digital marketing solutions that empowers B2B marketers to engage target audiences effectively.

End-to-end program execution leveraging expert teams ensures successful implementation of marketing strategies.

Consultative approach with dedicated program leads aligns marketing plans with KPIs, timelines, and budgets.

# ADVERTISING & PROMOTIONS

## PRODUCT OF THE MONTH INTEGRATED PACKAGE

A unique opportunity to showcase products that enhance efficiency, quality, or profitability in remodeling projects. Reach our engaged audience of industry professionals, boost brand visibility, and position your offerings as essential solutions for remodeling success.

### EXCLUSIVE OPPORTUNITY PER PRINT ISSUE

Sponsorship includes:

- Full page ad + Full page advertorial
- Article posted on brand website
- Article placed in one Daily 5 Newsletter
- Native Content placement on brand website home page
- Sponsored Facebook Ad (4 weeks)
- HTML sent to select list of email subscribers

### DIGITAL ADVERTISING

Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision-makers with impactful messaging as they browse trusted Pro Builder content. [+VIEW SPECS](#)

### CHANNEL SPONSORSHIPS

Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

### NATIVE ADVERTISING

Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

### NATIVE ARTICLE OR VIDEO POST

Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

### THIRD-PARTY EMAILS

Reach inboxes and benefit from our 1st party data and insights as we deliver your message directly to decision-makers, leveraging the credibility of the Pro Remodeler reputation.

### AUDIENCE EXTENSION

Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision-makers when they're most receptive.

### AUDIENCE EXTENSION SOCIAL

Using Meta and LinkedIn, we'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

### SOCIAL BOOST

Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision-makers and professionals who trust and value our content.

### MICRO PROXIMITY

Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

### CONNECTED TV

Reach decision-makers during their downtime with targeted video ads on streaming platforms. Engage decision-makers in a less cluttered environment with high-impact, full-screen messaging.

# NEWSLETTERS & CUSTOM EMAIL

## PRO REMODELER DAILY POST

Pro Remodeler's editors assemble the latest breaking industry news, hottest trends, and most relevant research.

[Daily Monday-Friday](#)

Subscribers **35,000+** Avg Total Open Rate **47.6%** Rate **\$1,500**

## PINNACLE 365

Pro Remodeler's editors assemble Insights from the Industry's leading conference: The Pinnacle Experience.

[Twice Monthly 1st and 3rd Fridays](#)

Subscribers **37,000+** Avg Total Open Rate **49.3%** Rate **\$1,500**

## HOME IMPROVEMENT INSIDER

[Weekly on Wednesdays](#)

Subscribers **47,000+** Avg Total Open Rate **45.7%** Rate **\$1,500**

## PROTRADECRAFT THE PUNCH LIST

[Weekly on Tuesdays and Saturdays](#)

Subscribers **48,000+** Avg Total Open Rate **53.4%** Rate **\$1,500**

## CUSTOM BUILDER WEEKLY

From the editors of Custom Builder, inspiration and information on projects, products, and business management.

[Weekly on Wednesdays](#)

Subscribers **33,000+** Avg Total Open Rate **58.2%** Rate **\$1,500**

[+ NEWSLETTER SPECS](#)



## TEMPLATED EMAIL

Showcase your content in our branded templates and build your ideal audience from our database of custom home builders, remodelers, home improvement professionals, architects, and more.

- Blog Alert
- Case Study Alert
- Product Spotlight
- Q&A Alert
- Video Alert
- Custom Series (3X)
- Distance Learning

[+ EMAIL SPECS](#)

## CUSTOM HTML

Third Party Email Sponsor Provided HTML to a targeted list based on your selects.

Contact us for more information on building the perfect email campaign for your goals.

Rate **\$150 CPM**

# EVENTS



In-Person Events that Foster Connections and Deliver High Quality Leads



## THE PINNACLE EXPERIENCE

**JUNE 18-20, 2025 CHICAGO, IL**

The Pinnacle Experience was designed by and for the best and brightest in remodeling and home improvement and spearheads collaborative efforts to navigate challenges and excel in the evolving construction landscape.

This premier leadership event brings together industry professionals to share insights, advice, and data crucial for thriving in today's competitive market. The Pinnacle Experience offers a unique approach, combining popular elements from previous events like the Extreme Sales Summit and Extreme Lead Gen, while expanding its focus to include leadership and technology.

The symposium-style experience engages participants with tightly aligned content addressing current and emerging needs of the remodeling and home improvement industry. Through this immersive event, professionals gain valuable knowledge and connections to drive their businesses forward and stay at the forefront of industry trends.

[+LEARN MORE](#)



## WOMEN IN RESIDENTIAL CONSTRUCTION CONFERENCE

**OCTOBER 1-3, 2025 AUSTIN, TX**

Women in Residential Construction was created to empower and connect women in the building industry and fosters professional growth through networking, education, and recognition of outstanding achievements in the field.

The event brings together women from various sectors of the construction industry, including residential and commercial builders, remodelers, architects, and other professionals. It provides a unique platform for attendees to share experiences, gain insights, and develop strategies to overcome challenges specific to women in construction.

Through a combination of keynote speeches, panel discussions, and interactive workshops, the conference addresses crucial topics such as leadership development, industry trends, and work-life balance. Participants have the opportunity to learn from successful women leaders and build lasting relationships with peers from across the country.

[+LEARN MORE](#)



## PINNACLE CLUB

**DECEMBER 4-6, 2024 KEY WEST**

An exclusive gathering for high-level industry leaders at a beautiful beach resort in historic Old Town Key West. This complimentary two-day event is invitation-only and includes time for brainstorming, networking, well-crafted meals and fun local excursions while enjoying the luxury of an award-winning boutique hotel. Platinum sponsors have the option to host private dinners.

[+LEARN MORE](#)



# DEMONSTRATION OPPORTUNITIES



## THE NEW AMERICAN REMODEL

The New American Home Remodel is an annual showcase of cutting-edge residential design and construction, unveiled at the International Builders' Show (IBS). This program transforms an existing home into a state-of-the-art dwelling, serving as a real-world laboratory for innovative renovation practices and products.

Each year, the remodeled home demonstrates the latest in energy efficiency, often achieving impressive Home Energy Rating System (HERS) scores and multiple green building certifications. The project showcases how older homes can be updated to meet modern standards of sustainability and performance. Collaborating with leading remodelers, design professionals, and manufacturers, the program creates a renovated space that seamlessly blends luxury with forward-thinking concepts. These may include smart home automation, enhanced indoor-outdoor living spaces, and the integration of sustainable materials.

The New American Home Remodel serves as a source of inspiration for industry professionals, homeowners, and enthusiasts alike. By demonstrating practical applications of new technologies and design trends in a renovation context, the program sets benchmarks for future residential remodeling projects. It drives progress towards more sustainable, efficient, and innovative housing solutions, specifically tailored to the unique challenges and opportunities presented by existing homes.

Through this annual showcase, the remodeling industry gains valuable insights into best practices for upgrading older properties to meet contemporary standards of comfort, efficiency, and style, while preserving the character and history of existing structures.



## PRO BUILDER SHOW VILLAGE

At the heart of IBS, the Pro Builder Show Village stands as an innovation destination for industry professionals. This dynamic showcase offers a unique neighborhood of state-of-the-art demonstration homes, strategically positioned near the convention center entrance for easy access.

### IMMERSIVE EXPERIENCE

Builders, architects, designers, and suppliers engage with cutting-edge products in fully realized environments. Visitors can explore these captivating homes, gaining hands-on experience with the latest industry offerings.

### INTERACTIVE LEARNING

Featuring ProTradeCraft Live! at center stage, industry experts demonstrate product installation techniques and offer practical training sessions. Attendees gain valuable insights and skills directly from product representatives.

### NETWORKING AND ENTERTAINMENT

Show Village goes beyond static displays, offering nightly block parties, jobsite skill challenges and a vibrant atmosphere that attracts thousands of visitors.

[+LEARN MORE](#)

# CONTACT US



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## Buildings & Construction

ENDEAVOR BUSINESS MEDIA

### KEEPING BUILDINGS COMFORTABLE, OPERATIONAL, AND EFFICIENT.

Media brands and events that engage engineers, designers, architects, and contractors who are designing and constructing buildings along with the owners and facility managers who keep those buildings, where we live, work, learn, and play, comfortable, operational, and efficient.

[Learn more at buildings.endeavorb2b.com](https://buildings.endeavorb2b.com)

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PRODUCTS

BUILDINGS

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Business.

CONTRACTOR.

EC&M.

Electrical  
Wholesaling.

HPACEngineering.

IS

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PROFESSIONAL BUILDER

BUILDING DESIGN  
+CONSTRUCTION

Custom Builder

MULTIFAMILYPRO+

Pro Trade  
CRAFT

# RATES, SPECS & SUBMISSION

## MAGAZINE ADS

Publication Trim Size 8.25" x 10.75"  
Pro Remodeler Publishes 6 Monthly Issues

4-COLOR SPACE UNIT	NET RATE
Full Page Spread	\$13,500
Full Page	\$7,500
1/2 Page Island	\$5,625
1/2 Page Horizontal	\$5,625
1/2 Page Vertical	\$5,625
1/3 Page Square	\$3,750
1/3 Page Vertical	\$3,750
1/4 Page	\$2,475

### Print Ad Material Contact

**Jennifer George**

[jgeorge@endeavorb2b.com](mailto:jgeorge@endeavorb2b.com)

Include advertiser name, publication, and issue date

**Back Cover** — plus 20%  
**Inside Back Cover** — plus 10%  
**Inside Front Cover** — plus 15%  
**Special Positions** — plus 10%  
**TOC** — plus 15%

 **MAGAZINE AD SPECS**

## DIGITAL ADS

AD TYPE	NET RATE
Rectangle	\$90
Half Page	\$100
Leaderboard	\$125
BILLBOARD	\$150
Billboard Flex	\$135
Billboard Video	\$125
In-Article Flex	\$125
In-Article Premium	\$125
In-Article Video	\$100
In-Banner Video	\$90
Native Ad	\$100
Site Skin	\$225
Welcome Ad	\$225

### Digital Ad Material Contact

[webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)

**Materials Due:** Seven business days prior to publication.

 **DIGITAL AD SPECS**

# ENDEAVOR ADVANTAGE



**90+ media brands** and **45+ in-person events** that attract and engage B2B decision-makers in **16 key growth sectors**. Through its many offerings, Endeavor provides marketers opportunities to engage and educate – **generating awareness, creating marketing pipelines,** and **delivering high quality leads** for their organizations.



## INDUSTRY EXPERTISE

Subject matter experts that understand the trends and provide insights to inform smart business decision-making.



## TARGET AUDIENCES

Trusted, high-performing content that attracts B2B decision-makers in high-growth markets.



## MARKETING SOLUTIONS

Solutions and services that help marketers engage target audiences & move decision-makers further along their journey.



## BUSINESS INTELLIGENCE

Full-service market research delivering all the critical ingredients to make informed decisions and bring data to life.



## EVENTS

A diverse range of events and tradeshows that engage audiences, establish brand presence, and enable lead generation.



## CONTINUING EDUCATION

Courses, webinars, and articles offering continuing education for professionals supporting their development.

