

# HOME BUILDING PROFESSIONALS INDUSTRY



**2019** NAYLOR TOP ADVERTISERS PROGRAM

**NAYLOR**   
ASSOCIATION SOLUTIONS

## HOME BUILDING

# IN PRINT. ONLINE. IN PERSON.

IF YOU ARE NOT CONNECTING WITH CLIENTS BEFORE AND DURING THE PURCHASING PROCESS, WILL YOUR COMPANY BE CONSIDERED DURING THE BUYING DECISION?

NO MATTER HOW YOU NEED TO COMMUNICATE WITH YOUR CUSTOMERS, NAYLOR CAN TAILOR AN ADVERTISING PROGRAM TO MATCH YOUR COMPANY'S NEEDS AND BUDGET.

## Who We Are

Naylor is the leading provider of print and online media and event management solutions for associations in the United States and Canada. Our portfolio of projects is designed to help you reach your audience in print, online and in person. When you partner with us, you are partnering with a company that stands for excellence, quality and superior customer service.

## Print publications

- ▶ Maintain top-of-mind awareness when buyers are making purchasing decisions
- ▶ Inform users about your products and services
- ▶ Show competitors and customers that business is strong
- ▶ Protect your market share
- ▶ Reinforce brand loyalty

## Online products

- ▶ Ads are interactive and facilitate the buying process
- ▶ Generate an immediate response from viewers
- ▶ Direct clients to the landing page of your choice
- ▶ Track ad performance
- ▶ Great way to promote time-sensitive offers or events

## Events

- ▶ Develop a personal and direct relationship with clients
- ▶ Show a full product range in real life
- ▶ Get immediate feedback and accelerate the buying process
- ▶ Good forum to launch a new product



## REGIONAL ADVERTISING OPPORTUNITIES

### NORTH .....

#### **Pennsylvania Manufactured Housing Association – [www.pmha.org](http://www.pmha.org)**

- ▶ PMHA members represent 100% of manufactured homes in Pennsylvania.
- ▶ PMHA members spend over \$81 million on products and services each year.
- ▶ Home manufacturing is a \$7.4 billion industry, nationally.

##### **Project:**

*Membership Directory & Resource Guide (Annual)*

### PROVINCIAL .....

#### **Greater Ottawa Home Builders' Association – [www.gohba.ca](http://www.gohba.ca)**

- ▶ Residential construction in Ottawa on average totals \$2.6 billion annually.
- ▶ Members are responsible for 85% of the units constructed in the area.
- ▶ The home building industry in Ontario spends an estimated \$10.2 billion on products and services annually.

##### **Projects:**

*GOHBA Awards Magazine (Annual)*

*Membership Directory & Resource Guide (Annual)*

### SOUTH.....

#### **Greater Atlanta Home Builders Association – [www.atlantahomebuilders.com](http://www.atlantahomebuilders.com)**

- ▶ Atlanta is ranked 5th among cities with the most new construction in the country.
- ▶ Georgia is home to a \$1.9 billion home building industry.
- ▶ GAHBA is the largest local home builders association in GA.

##### **Projects:**

*Atlanta Building News magazine (4x/year)*

*Atlanta Building News eNewsletter (52x/year)*

*Membership Directory and Builder Resource Guide (Annual)*

#### **North Carolina Manufactured and Modular Homebuilders Association – [www.ncmhi.org](http://www.ncmhi.org)**

- ▶ Members produce more than 4 out of 5 manufactured and modular homes across the state.
- ▶ North Carolina's manufactured housing industry contributes more than \$1 billion to the state's economy each year.
- ▶ North Carolina ranks first in the nation for shipments of modular homes.

##### **Project:**

*Membership Directory & Resource Guide (Annual)*

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## HOME BUILDING

## PROJECT SHIP DATES

Last Revised 11/19/2018

## Regional Opportunities

JANUARY  
FEBRUARY  
MARCH  
APRIL  
MAY  
JUNE  
JULY  
AUGUST  
SEPTEMBER  
OCTOBER  
NOVEMBER  
DECEMBER

## Greater Atlanta Home Builders Association

Atlanta Building News	D M		•			•			•			•	
Membership Directory and Builder Resource Guide	D M												•
Atlanta Building News eNewsletter		•	•	•	•	•	•	•	•	•	•	•	•

## Greater Ottawa Home Builders' Association

GOHBA Awards Magazine	D	•											
Membership Directory & Resource Guide													•

## North Carolina Manufactured and Modular Homebuilders Association

Membership Directory & Resource Guide	D M												•
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## Pennsylvania Manufactured Housing Association

Membership Directory & Resource Guide	D M											•	
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