

# Anaheim

## Home & Garden Show



Anaheim Convention Center | August 17 - 19, 2018



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OC Register  
LA Times  
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PRODUCED BY SPECIALTY SHOWS & EVENTS

## FIND NEW CUSTOMERS - SALES HAVE NEVER BEEN EASIER!

Be part of the highest quality, best attended home show in Southern California! Meet affluent homeowners looking for home decorating, remodeling and landscaping at this unique event. Partner with our ad campaign for the highest return on your investment dollar. Here are some facts about show attendees:

### ATTENDEE PROFILE

- 80% Are 30 to 65 Years of Age
- 72% Household Income of \$88,000+
- 89% Homeowners Own Their Home
- 67% Will Renovate Within 3-Months
- 80% Plan To Renovate In 3-12 Months
- 87% Reside in Orange County Metro
- 79% Live in Homes 10-50 Years Old
- 68% Attend This Home Show Yearly
- 70% Are Planning Major Home Projects
- 76% Have Minor Home Projects Planned

## ADVERTISING & PROMOTIONAL CAMPAIGN INCLUDES:

**NEWSPAPER** - Full-color Advertising in **The Orange County Register** and **Los Angeles Times**

**MAGAZINES** - **OC Register HOME Magazine** (Quarter-Page/Color) • **TheHomeMag** (Full-Page/Color North-South OC Editions) • **@HomeInMagazine** (Half-Page/Color Yorba Linda, Anaheim Hills, Villa Park, Santa Ana, Orange, Tustin Ranch)

**TELEVISION** - Top SoCal TV Stations / 136x Spots on **KABC-TV** Eyewitness News at 6am, Good Morning America, News at 11am, News at 5-6:30 pm • **KCBS-TV** CBS2 News at 5am, CBS This Morning, CBS2 News at 11am, The Doctors Judge Judy, The Talk, CBS2 News at 11pm • **KTTV-TV** Fox 11 News at 5am and 6am, Good Day L.A., Fox Morning News, Fox 11 News at 5pm and 11pm • **KTLA-TV** KTLA Morning News, KTLA News at 10 pm • **KNBC-TV** NBC4 News at 4pm, NBC4 News at 5pm, NBC4 News at 6 pm • **KDOC-TV** Pawn Stars, Eyewitness News at 7pm, Rules of Engagement, Seinfeld, Family Guy, Law and Order, Last Man Standing

**CABLE TV ADS** - Time Warner OC / SoCal & U-Verse / 1,458x Spots on **FOX News Channel**, **CNN**, **Lifetime Movies**, **Hallmark**, **Oprah Network**, **ID-TV**, **Science**, **WE-TV**, **Oxygen** and **D-I-Y** With Top Shows Fox & Friends, Tucker Carlson Tonight, Sean Hannity, CNN Newsroom, Erin Burnett, Anderson Cooper 360, When Calls The Heart, Home & Family, Good Witch, Homicide Hunter, Bridezillas, CSI: Miami, Kendra On Top, Queen Sugar, How It's Made, Mythbusters, Kitchen Crashers, Rehab Addict, Tiny House Big Living

**RADIO** - 145x Spots on Top Stations With Commercials, Traffic Sponsorships, Contests, On-Air & Website Giveaways and Streaming on **KOST-FM103.5** (Adult Contemporary) • **KNX-AM1070** (All-News Radio) • **KKGO-FM** (Go Country 105)

**STREET SIGNS** - 750 Street Signs In Orange County and Surrounding Communities Starting 6-Weeks Out

**DIRECT MAIL COUPONS** - 590,000 Val Pak of Orange County Coupons Distributed to OC Area Homes

**10,000 FREE VIP TICKETS** - Distributed For Four Weeks Leading Up to the Show

**SOCIAL MEDIA** - Twitter, Facebook Ads & Posts and Enter-To-Win \$15,000 Grand Prize Giveaway Promotions

**CROSS-PROMOTIONS** - \$2-Off Coupons Distributed at Home Depot Stores and via E-mail Blasts, Websites, Newspaper Ads. Exhibitors Use Website Coupon and Insert "Courtesy of YOUR COMPANY" to Send to Your Customers for Acceptance at The Show.

**PUBLICITY CAMPAIGN** - TV news segments, newspaper, blog, websites and social media features, listings & articles

**Now is the time to sign up to exhibit and make an investment in your future success.**

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