

# Anaheim Home & Garden Show

Anaheim Convention Center • April 29-30 & May 1, 2022



Media Partners

OC Register

Eventbrite.com

Spectrum Cable

KNX Radio

L.A. Times

PRODUCED BY SPECIALTY SHOWS & EVENTS

## FEATURING THE TINY HOMES VILLAGE

Southern California's high quality home show features the **Tiny Homes Village** with full-size tiny houses, mini-mansions and 2-story tiny homes. Meet homeowners ready to buy decorating, remodeling & landscaping. Partner with us for the best return on your investment. Here are some facts about our affluent show attendees:

### ATTENDEE PROFILE

- 87% are 30 to 67 years of age
- 72% have household incomes of \$85,000+
- 89% of attendees own their home
- 67% plan to renovate within 3-months
- 80% plan to remodel within 3 to 12-months
- 87% reside in the Orange County area
- 79% live in homes that are 12-55 years old
- 65% attend this home show annually
- 70% are planning major home improvement projects
- 76% are planning minor home projects

## ADVERTISING & PROMOTIONAL CAMPAIGN

**NEWSPAPER ADS** - Full-color ads in **OrangeCountyRegister**, **Los Angeles Times**, **TheHomeMag**, **Daily Pilot**, **Orange County News**, **The Wave**, **Anaheim Bulletin**, **North County Tribune**, etc.

**CABLE TV ADVERTISING** - 600+ spots on Fox News Channel, CNN, MSNBC, Spectrum News 1, Lifetime, Hallmark, Bravo, TLC, TRU-TV, ID-TV, Oxygen, TV Land, HGTV, FYI, We-TV, Nat Geo Wild, Bloomberg, Magnolia Network, Discovery, Science Channel, BBC America, FX Channel, ESPN, Weather Channel, Outdoor Channel, Game Show Network, Fox Business News and others.

**SPECTRUM REACH, COX MEDIA, AT&T U-VERSE, FRONTIER, DISH TV & Direct TV** - commercials on Fox and Friends, Sean Hannity, Tucker Carlson, Anderson Cooper, CNN Prime, 90-Day Fiance, The Real Housewives, Below Deck, Forensic Files, Yard Crashers, Property Brother, Fixer Upper, House Hunters, Flip or Flop, Pool Kings, Bargain Mansions, Fixer to Fabulous, Building Off The Grid, and many others.

**RADIO** - commercial spots, traffic and weather promos on **KNX ALL-NEWS 97.1 FM** and other stations.

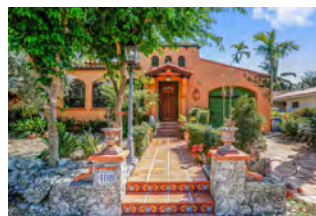
**HOME DEPOT TICKETS** - Coupons at area stores promote Kid's Clinics & how-to seminars at the show.

**SOCIAL MEDIA** - Facebook, Instagram, Eventbrite, Nextdoor.com advertising, posts and promotions.

**SHOW PROMOTIONS** - Discount coupons, e-blasts, websites, magazine and newspaper giveaways.

**PUBLICITYCAMPAIGN** - TV news segments, newspaper, blogs, social media listings & articles.

**Sign up to exhibit and make an investment in your future success.**



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[www.AnaheimHomeShows.com](http://www.AnaheimHomeShows.com)

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