

BUILDER

Media Kit
2025

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Build the Future of Housing With Zonda



Welcome to the forefront of the home building industry, where data-driven insights meet cutting-edge innovation.

At Zonda, we empower builders, product manufacturers, mortgage experts, multifamily executives, architects, contractors, and new-home shoppers with the knowledge they need to make smarter decisions.

As a leader in residential construction, we're on a mission to elevate the industry because we believe that better homes mean better lives and stronger communities.

By partnering with Zonda, you're not just joining a network—you're becoming a part of the future of housing. Our unrivaled access to emerging technologies, big data, and multichannel media platforms puts your brand in front of the most influential players in the market. This is your opportunity to connect with key audiences and make a lasting impact.



Jeff Meyers

CEO, Zonda

Gain Insights From Zonda's Industry Experts

Zonda Advisory combines experienced real estate and technology advisors with leading data to provide our clients with a clear perspective and a strategic path forward.

With more than *40* expert advisors, our multidisciplinary team covers the entire spectrum of real estate product types, such as building products, master-planned communities, multifamily, and more.

→ Learn more at zondahome.com/advisory



Things to know about the building market*, from Todd Tomalak, Zonda's Principal, Advisory of Building Products.

- 1. Public builders gaining share:** Public builders have grown to ~50% of the new-build, for-sale market, making them more important to building product manufacturers than ever before.
- 2. Wave of deferred homeowner moves ahead when rates moderate:** 58% of homeowners < 50 years old are planning to move in the next five years, up from 37% 2014 to 2021.
- 3. Record surge in home equity:** Homeowners gained +\$12 trillion of home equity since 2020, which we expect will drive additional remodeling when the next cycle of growth begins.

*NY Federal Reserve SCE tenure expectations data.

Amplify Your Brand With Zonda Media

Reach housing industry executives and professionals—builders, investors, architects, designers, contractors, and more—with Zonda Media.

Take advantage of our multiplatform portfolio:

- **Advertising:** Increase your reach via display ads and newsletter sponsorships.
- **Events:** Connect with industry leaders in person via event sponsorships.
- **Studio:** Showcase your innovative solutions with thought leadership custom content.

BUILDER

MFE | Multifamily Executive

AHF | Affordable Housing Finance

JLC | Journal of Light Construction

ARCHITECT

AQUATICS
INTERNATIONAL

PSN | Pool and Spa News

40+

years serving the home
building industry

20M

annual website views

300K+

magazine circulation

2.5M

social media followers

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A Note From the Editor



Welcome to BUILDER, your premier partner for all things related to the world of home construction and real estate development.

As the leading online and print platform for industry professionals and enthusiasts alike, BUILDER offers a comprehensive array of resources, from the latest trends and market insights to invaluable tools and expert analysis.



Steve Ladurantaye

SVP, Content and
Editor in Chief, BUILDER

About BUILDER

The No. 1 brand
serving the home building industry.

Reach top builders and decision makers in the home building industry with BUILDER. Our highly engaged audience relies on our insights to keep up with the industry trends, whether it's via the BUILDER website, newsletter, or award-winning magazine.

Take a step further and connect with industry leaders at BUILDER events. Our well-attended events are the perfect chance to present your brand in person and network with decision makers in the home building industry.



Zonda is the one stop shop for trade publications, interactive content at their Builder 100 event, amazing market research through the Zonda portal, and provides us a consistent first-class event each year with industry networking opportunities at their Builder Connections event.

Thomas Winter
Sr. Director, Homebuilder Sales
Sherwin-Williams



Zonda's commitment to providing high-quality, relevant content across multiple platforms has made them a go-to source for builders and other companies who support the housing industry. Their integrated approach, including digital, print, and events, allows us to connect with our target audience in a variety of ways and present a clear and consistent message across channels.

Amanda Taylor
VP, Communications & Marketing
Westwood Insurance Agency

40+ years as a trusted voice in the home building industry

100% of the top 100 builders engage with BUILDER

74% of BUILDER readers are director and above

BUILDER

Solutions

AWARENESS

Drive brand and product awareness by reaching your target audience on our multichannel platforms.

THOUGHT LEADERSHIP

Establish your brand as the thought leader in the industry through storytelling and custom content.

ENGAGEMENT

Break through the noise and engage with decision-makers at in-person and virtual events, via dedicated emails, and more.

LEAD GENERATION

Gain high-quality leads to feed your sales funnel driven by custom content, webinars, and more.

BUILDER

Be Front and Center at BUILDER Events

Connect with industry leaders in person and showcase your brand to a captive audience at our highly attended events.

18K+ total Zonda
event attendees

Learn more about BUILDER events:

Builder 100 [↗](#)

Builder Connections [↗](#)

Future Place [↗](#)

Dealmakers [↗](#)

Build-to-Rent [↗](#)

BTR Connections [↗](#)

Accelerate [↗](#)

Frames [↗](#)



Customize Your Campaign

| | Entry Level | Strong | Dominant |
|--------------------|---|--|--|
| Awareness | <ul style="list-style-type: none">• Website display ads• Newsletter sponsorship• Print ads• Co-branded email | <ul style="list-style-type: none">• Website display ads• Newsletter sponsorship• Print ads• Co-branded email | <ul style="list-style-type: none">• Website display ads• Newsletter sponsorship• Print ads• Co-branded email• Social media branded content |
| Thought Leadership | <ul style="list-style-type: none">• Native articles | <ul style="list-style-type: none">• Native articles• Sponsored editorial series• BUILDER Sessions (editorially-led) with leads | <ul style="list-style-type: none">• Native articles• Sponsored editorial series• BUILDER Sessions (editorially-led) with leads |
| Engagement | <ul style="list-style-type: none">• Event sponsorship | <ul style="list-style-type: none">• Event sponsorship• Outlook webinar | <ul style="list-style-type: none">• Event sponsorship• Outlook webinar• ARCHITECT U with leads |
| Lead Generation | <ul style="list-style-type: none">• Lead generation | <ul style="list-style-type: none">• Lead generation | <ul style="list-style-type: none">• Lead generation• Co-branded webinars with leads• Whitepaper with leads |

Content Calendar

| | Product Profiles | Awards | Print Issues | Print Distribution | Print Ad Deadlines |
|---------|---|---|----------------------------|--|--|
| Q1 2025 | <ul style="list-style-type: none"> Product outlook Systems Faucets and sinks | | Build-to-Rent | <ul style="list-style-type: none"> Build-to-Rent Accelerate IBS/KBIS | <ul style="list-style-type: none"> Print close date: 1/13/25 Ad materials due: 1/15/25 |
| Q2 2025 | <ul style="list-style-type: none"> AI and technology Decking and landscape Lighting | <ul style="list-style-type: none"> Builder of the Year Builder on the Rise Hearthstone Builder | Builder 100 | <ul style="list-style-type: none"> Builder 100 PCBC | <ul style="list-style-type: none"> Print close date: 3/24/25 Ad materials due: 3/27/25 |
| Q3 2025 | <ul style="list-style-type: none"> All-American products Modular construction Surfaces | <ul style="list-style-type: none"> Legends Award Gold Nugget Awards | Master-Planned Communities | | <ul style="list-style-type: none"> Print close date: 6/27/25 Ad materials due: 7/2/25 |
| Q4 2025 | <ul style="list-style-type: none"> Doors and windows Appliances 2025 outlook | <ul style="list-style-type: none"> Builder's Choice Design Awards | 2025 Outlook | <ul style="list-style-type: none"> Future Place Builder Connections Elevate | <ul style="list-style-type: none"> Print close date: 10/14/25 Ad materials due: 10/17/25 |

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