

More Homes, More Exposure



Tour & Explore New Homes Throughout Central Ohio

September 15-October 2, 2022

The 2022 BIA Parade Guide will feature the scattered site event featuring more homes throughout central Ohio and multiple counties than ever before!

Consumers will read editorial about feature developments, trends in building and design and details about homes on the tour.

Maps make it easy to navigate to homes, and charts will highlight homes categorized by area and style.

Each participating Parade home receives a quarter page write up that includes:

- Builder logo
- Full color image of the home exterior
- Square footage
- Bedrooms/bathrooms
- 100 word description / amenities of the home
- Address
- Neighborhood

The Guide will be available on multiple central Ohio websites and will coordinate with other BIA Parade of Homes virtual offerings.

**Check out the 2021 Guide still available at
cityscenecolumbus.com/luxuryliving**



NORTHWEST



5 Epcon Communities

The Courtyards on Riverside
3352 Courtyard Landing, Dublin, OH 43017

Single Family, 2,931 sq. ft., 3 bedrooms, 3 bathrooms
The Promenade III Bonus Suite model is an open, light-filled floorplan featuring two bedrooms on the first floor, a den, an optional upstairs bonus suite complete with a third bedroom and bath, and a private outdoor courtyard with a paver patio, pet turf, plant walls and a pergola. The spacious kitchen features a large center island, Quartz countertops, a Farmhouse sink and GE stainless steel appliances. The owner's suite offers an optional sitting room with access to the outdoor courtyard and a walk-in closet. Other highlights include sliding barn doors leading into the den and a first floor laundry room.

www.epconcolumbus.com



7 Trinity Homes

Lakeside at Avondale
5232 Estuary Ln., Dublin, OH 43016

Condo, 2,114 sq. ft., 3 bedrooms, 2.5 bathrooms
Lakeside at Avondale is a community located in Dublin, Ohio, in the Hilliard City School District. Offering the quintessential condo life, this is the perfect community for those seeking a maintenance-free lifestyle. Located just off of Avery Road near Hayden Run Road, it offers stunning water views and privacy off of the main road, but just minutes from downtown Dublin and Old Hilliard. With your maintenance-free lifestyle, you will have plenty of time to enjoy the unique collection of restaurants, shops and parks that are just minutes away from your new home in Lakeside at Avondale.

trinity-homes.com



6 Trinity Homes

Avondale Woods
6336 Avondale Woods, Dublin OH 43016

Single Family, 3,546 sq. ft., 5 bedrooms, 3.5 bathrooms
Avondale Woods is located west of Avery Road in Hilliard, and just minutes away from Dublin. Avondale Woods offers beautiful estate lots in the Hilliard City School District. This community offers the best of both worlds, with both downtown Dublin and Old Hilliard just minutes away. Select from our highly-desirable home plans and then make your way to the unique collections of restaurants and shops found in Historic Dublin, Bridge Park and the newly transformed Old Hilliard. Enjoy the vibrancy of these downtown locales or enjoy the outdoors by visiting the plethora of parks in Dublin and Hilliard that are just minutes away.

trinity-homes.com



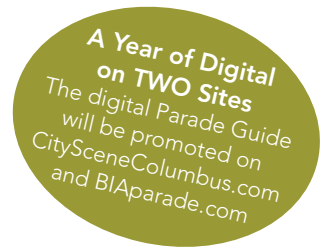
8 Rockford Homes

Tarleton Meadows
5292 Tarleton Blvd., Hilliard, OH 43026

Single Family, 3,520+ sq. ft., 4 bedrooms, 2.5 bathrooms
The Dover two-story floorplan offers all of the features a homeowner could ask for. The formal dining room adjacent to the foyer is easily accessible from the kitchen via the butler's pantry. The kitchen with center island, walk-in pantry mudroom accommodates cubbies and a boot bench, and the den is ideal for a home office or an in-law suite. The second floor includes three bedrooms each with a walk-in closet, a large master retreat with luxurious bathroom, laundry and a spacious loft.

www.rockfordhomes.net

**2022 Tour Guides will
be mailed Sept.1 to
30,000+ homes with
additional distribution
at each Parade entry.**



Reach Home Buyers Before, During and After the 2022 BIA Parade of Homes

Three weekends: September 15-October 2, 2022

The 2022 BIA Parade of Homes will connect more home builders and associates with consumers than ever before. Packages are available to combine the Parade Guide with some of central Ohio's best-read magazines to build your brand and sell more product!

Parade Guide

The Parade of Homes Guide is the official tour program of the BIA Parade of Homes. It will be MAILED to the top-value homes in Franklin, Delaware, Union and Licking counties with the September issue of *CityScene Magazine*. More than 15,000 Parade Guides will be distributed to patrons at the featured parade developments and homes.

The Parade Guide editorial features articles and home design trends and tips. Truly a magazine that will be kept and referred to often.

CityScene Magazine Luxury Living

CityScene Magazine – with Luxury Living Section in every issue – connects advertisers with more than 65,000 of central Ohio's most affluent homeowners.

The region's largest circulation and largest readership magazine spotlights top building, design, decorating and remodeling projects and trends with unparalleled engagement with readers. Reader studies show that homeowners keep the magazine in their homes for 6-8 weeks!

Mailed six times a year to homeowners, plus bonus business, newsstand and bulk distribution.

CMG Community Magazines

Dublin Life Magazine, Westerville Magazine, Healthy New Albany Magazine, Tri Village Magazine, Discover Grove City Magazine & Pickerington Magazine

CityScene Media Group community magazines are produced in partnership with the communities they serve and offer advertisers total saturation of the target market with unmatched readership.

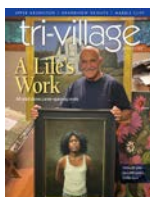
The community magazines are mailed six times a year to community residents and businesses, and offer the best advertising value with the lowest cost per thousand. Circulations range from 10,000 to 22,000.

Digital – CitySceneColumbus.com and WeekendScene

CMG offers digital banners on a monthly basis—uniquely guaranteeing visibility for a specific timeframe.

Did you know that digital ads need to be seen an average of 7 times before consumers take action? Longer than average time on site and a high number of return visitors help CMG digital advertisers reach their goals.

CMG's weekly newsletter, *WeekendScene*, is another great way to connect with consumers. Sent on Thursday afternoon, *WeekendScene* includes what to Watch, Read and Eat, as well as a Weekly Win! *WeekendScene* is a great driver for traffic to Open Houses and events.



Packages

1 OWN Central Ohio

Four Magazines, Digital + Newsletter

- Parade Guide
- CityScene Magazine Luxury Living (Nov. issue)
- U Pick 2: CMG Community Magazines (Sept./Oct./Nov. issues)
- Digital – 6 months banner ad; 4 weeks enewsletter

FULL PAGE RETAIL RATE: \$14,310 **HALF PAGE RETAIL: \$10,020**

Full page \$10,000 Half page \$6,500

2 High Exposure

Two Magazines + Digital

- Parade Guide
- CityScene Magazine Luxury Living (Nov. issue)
- Digital – 6 months

FULL PAGE RETAIL RATE: \$9,800 **HALF PAGE RETAIL: \$6,600**

Full page \$6,000 Half page \$4,000

Display Ads

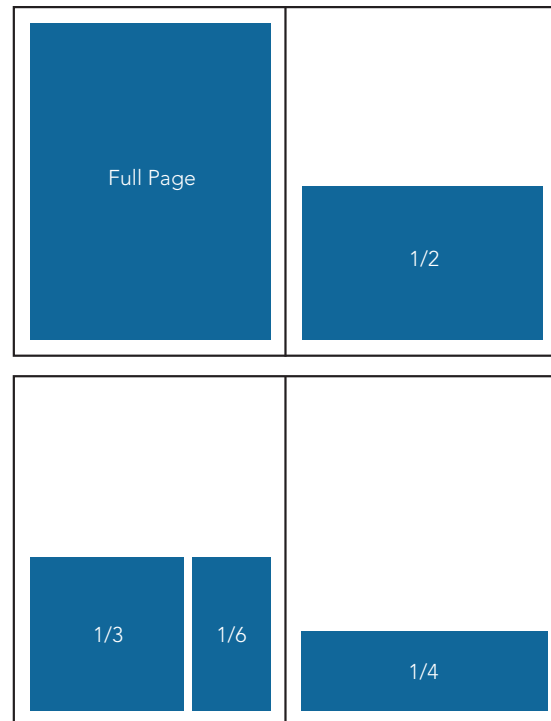
Parade Guide	1/3 page	\$1,600
	1/4 page	\$1,200
	1/2 page	\$2,800
	Full page	\$4,000

Parade Guide
+ CityScene Luxury Living 1/3 page \$2,000

Shoppers Guide Ads (Formatted)



Parade Guide	
1/6 page	\$600
Non Member	\$700
Parade Guide	
+ CityScene Luxury Living	
1/6 page	\$1,100
Non Member	\$1,200



Ad Dimensions (width x height)

Trim Size	8-1/4" x 10-7/8"
Full-Page Live Area	7-1/4" x 9-7/8"
Full-Page Bleed	8-1/2" x 11-1/8"
1/2 Page	7-1/4" x 4-7/8"
1/3 Page	4-3/4" x 4-7/8"
1/4 Page	7-1/4" x 2-1/4"
1/6 Page	2-1/4" x 4-7/8"

Sign Up Today!

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Publishes: September 1
Space Reservation: July 15
Ad Material Due: July 25

cityscene
media group

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