

PARK CITY AREA SHOWCASE *of* HOMES



2025 MEDIA KIT

PUBLISHED IN PARTNERSHIP WITH

 **DeseretNews.**

HOMETOWN MEDIA
A DESERET NEWS COMPANY



Dear Advertising Partners,

Park City building is stronger than ever! For the past six years we have seen a steady increase in building permits for both new construction and remodels. But even more exciting is the growth of new construction for our out-of-state homeowners building their 2nd or 3rd home. Park City, Utah is a world-renowned destination for outdoor adventure and mountain charm. This is an exciting time to be a part of our industry's growth.

The 2025 Showcase of Homes, the most prestigious home tour in the west, is off to a great start. We are looking forward to Showcasing our amazing community with more homes and once again featuring the best homes, from Utah's finest builders, architects, designers, and suppliers.

With more than 8,000 people from across the country attending the Park City Area Showcase of Homes each year, the Showcase of Homes magazine is the premier place for you to promote your business and maximize your marketing efforts. This magazine continues to be a resource for past attendees and is passed along to others when they are ready to buy, build or remodel.

Once again, we have teamed up with Hometown Media Services/Deseret News to publish the Showcase magazine and related collateral. We are excited for our partnership and the marketing opportunities that will help us continue to grow.



Sincerely,
Alicia Ackerman,
PCAHA Executive Officer

WELCOME TO THE SHOWCASE OF HOMES

Since 1992, the Park City Area Home Builders Association has been hosting Utah's most exclusive home show. Featuring some of the best builders in the state, the Showcase of Homes continues a tradition of excellence and professionalism. From the finest architecture to the very last detail on the interior design, nothing is overlooked by our members who are featured. This exclusive home tour is open to the public to visit award-winning homes in the Park City area, where they can generate ideas for their own home building and improvement projects.

ADVERTISING BENEFITS

Consumer sentiment has improved and home buying is back. Many homeowners are ready to take advantage of what has become one of the best buyer markets in years. With consumer confidence up, more people are considering building their next home or remodeling their existing one.

1 The Park City Showcase of Homes attracts serious buyers who are ready and willing to open their checkbooks for the right products. They attend the Showcase to see standout homes from the best builders. They're looking for the trends and design ideas for their next home. It is those items and touches that make the Showcase homes beyond amazing.

2 When buyers see your product or service in the perfect setting they love it. Even weeks or months later, seeing a photo of the home rekindles that passion, reminding them how they felt when they saw your product in the home. The Showcase magazine then becomes a long term reference guide.

3 Because of this, the Showcase magazine has a longer shelf life than you'd expect. Not only do attendees use the magazine as a guide during the event, but they consult it long afterward as a reference. Your advertisement's shelf life extends for many months and years to come, and that's quite a reach.

MARKETING & PROMOTION

The Showcase of Homes is often the first stop for ideas. It is the place for young and old alike to discover their sense of style for their homes. This is a one-of-a-kind experience and you don't want to miss your opportunity to reach thousands of potential customers.

1 This year, the Showcase will be marketed extensively across the Wasatch Front with Hometown Media Services/Deseret News reaching hundreds of thousands each day in promotions leading up to and during the event.

2 The Showcase will be promoted across online channels and social media that reach more than 3 million unique visitors every month and on specialty sites targeting consumers, along with mobile and e-mail promotions.

3 The Park City Area HBA Resource Guide will also be distributed through the Showcase of Homes magazine. This will help extend your message as a member to consumers who are planning to build.



SHOWCASE DATES

August 22 – 24
August 29 – September 1

LOCATION

Multiple homes will be featured across the Park City Area. Many of the homes will offer breathtaking views of the mountains, be nestled in the finest neighborhoods, and feature the best in urban re-development and architecture.

CIRCULATION

8,000 copies of the Showcase magazine will be distributed during the Showcase.

REACH YOUR TARGETED AUDIENCE

Showcase attendees want to see the very best you have to offer. The audience is diverse and affluent. Many are considering upgrading or building their living space. They're looking for ideas, inspiration and cutting-edge products that are often found first at the Showcase.

6,000
expected
attendance

69%
of attendees
are married

54% / 46%
Female / Male

Median Household
Income:
\$175,000+

Over **80%**
of attendees
own their home

20% of
attendees own
second homes

SHOWCASE

ADVERTISING

ADVERTISING RATES

MEMBERS	FULL-COLOR ADS	NON-MEMBER
\$3,510	Back Cover	N/A
\$2,880	Inside Front Cover	N/A
\$2,610	Inside Back Cover	N/A
\$2,880	Page 1	N/A
\$1,971	Full Page	\$2,571*
\$1,449	Half Page	\$2,049*
\$1,169	Quarter Page	\$1,769*

*Price to become a member only \$525 for a year.
Call Alicia Ackerman at 435-645-9363 or email alicia@pcahba.com to join.

AD SIZES

FULL PAGE
8.375" x 10.875"
With Bleeds:
8.625" x 11.125"
Live Margins:
0.25"

HALF PAGE
7.25" x 4.85"

QUARTER PAGE
3.55" x 4.85"

Acceptable file format. PDF/X1a
Only: No application files such as
InDesign, QuarkXPress, Illustrator,
Word will be accepted.

Include bleeds when creating
your PDF. Do not include page
information, trim marks or
printers marks.

Color and resolution. All elements
in ads must be built in CMYK or
grayscale with a resolution of 200
to 400 dpi. Images used from a
Web site are not acceptable as
they are RGB and 72 dpi.

All fonts must be embedded into
the document during the PDF
creation process or turned to
outlines before creating the PDF.

Special Note: We are open
for discussion on unique ad
dimensions not listed. If you
have an idea you want to be
considered, please contact us
at 801.204.6300.



SHOWCASE OF HOMES MAP

The map is a stand-alone piece that shows the locations
of all the Park City Showcase Homes. The map is well
used throughout the Showcase and is distributed with
all tickets sales.

Only 7 spaces are available.

FULL PAGE or DOUBLE PAGE - 5.25" W x 10.25" H (no bleed)

\$1,500

ADVERTISING DEADLINES

Reservations - Wednesday, July 9, 2025

Camera Ready Art Due - Monday, July 14, 2025

Publishes - Friday, August 22, 2025

TO LEARN MORE ABOUT THE SHOWCASE OF HOMES

Please contact a Hometown Media/Deseret News
advertising representative at 801.204.6300

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HOME BUILDERS ASSOCIATION