

**HOME & GARDEN EXPO**  
 March 10-12, 2023  
 Kalamazoo County Expo Center

Presented by...  
**advia**  
 credit union

# SHOW GUIDE

Spring 2023



**HOME & GARDEN EXPO**  
 MARCH 8-10, 2024  
 Kalamazoo County Expo Center

# Home Expo Guidebook

The Official Home & Garden Expo Show Guide will be direct mailed to 50,000 highly targeted households that will include ONLY homeowners with an annual household income of \$60,000 and up!

If you want to reach this select group of homeowners prior to the Home & Garden Expo, March 8-10, then this is the publication for you! Whether you are in the Expo or not, an advertisement will promote your business to a very targeted group looking for your products and services. Use this opportunity to offer a show discount, promote a give-away, or invite them to see you at the 2024 Home & Garden Expo.

**Secure your spot TODAY and showcase your business in the Official Home & Garden Expo Show Guide!**

### Standard Positions (Full Color)

Highlighted on Expo Map — \$79

	Member	Non-Member
1/4 pg 3 <sup>5</sup> / <sub>8</sub> x 4 <sup>7</sup> / <sub>8</sub>	\$675	\$900
1/2 pg 7 <sup>1</sup> / <sub>2</sub> x 4 <sup>7</sup> / <sub>8</sub>	\$900	\$1200
1/2 pg 3 <sup>5</sup> / <sub>8</sub> x 10	\$900	\$1200
Full pg 8 <sup>1</sup> / <sub>2</sub> x 11	\$1350	\$1800

### Premium Positions (Full Color)

	Member	Non-Member
Outside back cover	\$2800	N/A
Inside back cover	\$1850	\$2500
Inside back cover facing	\$1850	\$2500
Inside front cover	\$1850	\$2500
Inside front cover facing	\$1850	\$2500



For advertising information or to reserve your ad space email: [expo@hbawmi.com](mailto:expo@hbawmi.com) or call 269-375-4225.



Mailed 2 weeks before the show  
**Deadline for ads, February 6, 2024**