

# Home at Last<sup>®</sup> IN O.C. MAGAZINE

HAL  
MEDIA  
KIT



CALL  
**949-481-0600**  
or visit us online at  
**[www.HomeAtLastRelocation.com](http://www.HomeAtLastRelocation.com)**

# Let us turn your New Neighbors into Customers!



## COMPANY HISTORY

Welcome Express has been welcoming newcomers to Orange County since 1986.

Our Welcome Package arrives shortly after their move is complete. At this transitional moment in their lives, you have the opportunity to establish a new client and a long-lasting relationship. Welcome Express can give these new residents a compelling reason to contact you.

Orange County has one of the highest per capita household computer ownership rates in the country. Welcome Express takes advantage of this fact by providing a comprehensive Online Guide at [www.OrangeCountyResourceGuide.com](http://www.OrangeCountyResourceGuide.com), which offers newcomers additional information to facilitate their immersion into the Orange County lifestyle.

## WHAT IS THE MISSION?

Welcome Express produces and delivers a valuable package for newcomers containing civic information about their new community and gifts from various sponsor businesses in their area. It is the largest, most comprehensive package of its type they will receive after their move. It contains many useful tools to help newcomers settle into their new neighborhood and turn their new residence into their home. Our Welcome Packages are individually customized for each family and for each zone.

## WHAT IS THE PRODUCT?

*Home At Last* Magazine is part of the Welcome Package, which is assembled specifically for each newcomer and personalized with the family's name. *Home At Last* is unique – yet rooted in the Welcome Express brand name recognition earned by conducting business in OC for over 2 decades. *Home At Last* is the only OC-based magazine specifically targeted at one of the most sought after, proven performers of any local demographic – new residents and relocating families.

*Home At Last* is "home plate" for new OC residents eager to touch base with their new surroundings. Each issue is packed with information— a combination of articles, advertorials and directories focus readers on what's important to them: City resources (local government, libraries, parks, recycling centers), malls, beaches, automotive (AAA, auto malls, DMV), points of interest (amusement centers, harbors, sports centers), home improvement, dining and other lifestyle topics are covered.



The package is placed in an eye-catching Welcome Folder and mailed in a colorful 10" X 13" Welcome Express envelope. Each family receives only one Welcome Package shortly after their move – BEFORE they become someone else's customer. Unlike stand-alone pieces, the large Welcome Package demands attention!

# Welcome Express can help make your first impression a good one!

This combination – *Home At Last* Magazine, various civic materials and gift certificates – all presented in a personalized, professional and official manner gives added credibility to your message and assures readership during the long shelf-life of the Welcome Package.

## WHAT ARE THE BENEFITS?

- High readership per household without costly repetitive advertising
- First Chance at First Impression
- Branding
- Image
- Long Shelf-Life
- New Customers

## WHY TARGET NEW RESIDENTS?

### Resident Turn-Over:

- Up to 20% of your customers can be lost annually due to relocation.
- Replace them with newcomers who just relocated to your area.
- Newcomers are eager to turn their new residence into their HOME. They have a long list of needs — Welcome Express targets these newcomers during their initial 6 to 12 month "prime buy time."

### Spending & Loyalty Patterns:

- Less affected than regular consumers by economic factors. Within the first 6 months of their move they expect to spend and DO spend significantly more than other consumers.
- Less price sensitivity during the "settling in" process.
- High level of excitement, optimism and momentum toward personalizing their home and finding new local services to replace those left behind.

### Receptivity:

- The cliché, "only one chance to make a first impression" certainly applies to the newcomer, who is

## EACH SPONSOR RECEIVES:

### Prominent Ad in Magazine:

Many great ad size and rate choices. Rates include full color printing from customer-supplied, camera-ready artwork.

### Newcomer Report

Magazine sponsors are eligible to receive optional Newcomer Reports for follow up mailing purposes. Upon request, this report will be provided via e-mail in Excel format and will contain the names and addresses of the new residents in selected zip codes.

### Online Ad

Sponsors will receive a comprehensive listing in Welcome Express' Online Guide at [www.OrangeCountyResourceGuide.com](http://www.OrangeCountyResourceGuide.com), as well as online display ads for the advertising period.

This website provides the most comprehensive information available about Orange County.

In concert with Welcome Package print materials, the package is also geared to drive traffic to our website. This combination offers magazine sponsors the best return on their advertising.

busy forming impressions and developing new habits in their new surroundings. Those businesses which serve them well from the start will be rewarded with long term loyalty.

- Newcomers provide great "word of mouth" referrals. As a "get-acquainted" tool, newcomers are far more likely than established residents to share their new lifestyle experiences with neighbors, friends, & work associates. Let their enthusiasm work for you!
- Why spend your entire budget doing repeat advertising to an established base in an effort to rise above the noise of your competition? Remember, newcomers are not yet someone else's customer – but they don't know where you are or what you do until you tell them.

**Welcome Express can help make your first impression a good one!**

**SPECIALTY ADS:**

See details online at [www.HomeAtLastRelocation.com](http://www.HomeAtLastRelocation.com) by clicking on the Advertising tab.

**Map Page Ads**

**Calendar Page Ads**

**Target Market Directory**



Newcomers in Orange County  
(Tustin Ranch through San Clemente)



**REQUIREMENTS FOR AD MATERIALS**

Full-bleed ads: Trim 8.375" x 10.875" with 1/8" bleed, 7.375" x 9.875" live area.  
Non-bleed ads: 7.375" x 9.875". Rates are subject to change.

Submit photos and graphics digitally at a minimum of 300 DPI. Digital materials should be submitted on CD-ROM, sent via email (up to 7MB) or uploaded to our server if larger than 7MB (please ask for FTP access info). Submit ad files digitally as an Adobe PDF file. Files prepared in other applications are not acceptable and will be re-created or adjusted at an hourly rate. Design assistance is available -- please ask for current rates.

**AD PRODUCTION/GRAPHIC DESIGN FEES**

Welcome Express can assist you in producing your ad. Standard design rates are listed below. Complex ad design may require additional time billed at an hourly rate. Ads designed by Welcome Express receive one proof and a final proof for acceptance by the client. Additional revisions and extra proofs are billed at an hourly rate. Any typographical errors by Welcome Express on proof will be adjusted at no charge to the client.

1/4 Page Ad	\$50
1/3 Page Ad	\$65
1/2 Page Ad	\$75
2/3 Page Ads	\$85
Full Page Ads	\$100
Map Page & Calendar Ads	No charge
Target Market Directory	No charge
Revisions to existing ads, complex or specialty ad design	\$65/hr



**FIND OUT MORE ABOUT THE WELCOME EXPRESS FAMILY OF PRODUCTS!**

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**Visit us online at**  
**[www.WelcomeExpress.com](http://www.WelcomeExpress.com)**