



# Spring Home Guide

## INVESTMENT:

### FORMATTED PROFILE OPTIONS

Full page profile: **\$3,300**  
Half page profile: **\$2,400**  
1/4 page profile: **\$1,375**

### DISPLAY AD OPTIONS:

Full page **\$4,095**  
2/3 page **\$3,535**  
1/2 page **\$3,120**  
1/3 page **\$2,350**

In the March issue, we are showcasing local home professionals with our Spring Home Guide. We have designed attractive profiles and display ad options for you to highlight your business and your background. **Let our 130,000 affluent readers**, mostly homeowners, know why they should choose to work with you, with a profile highlighting your experience and expertise.

### ALSO - Ask about NEST Magazine

Nest is our annual magazine dedicated to all things home and will be published in late April. It will be mailed to affluent homeowners and recent home buyers in Rhode Island and southeastern Massachusetts in addition to Rhode Island Monthly's subscribers.

**Receive a 15% discount off your Spring Home Guide ad if you also advertise in our 2024 Nest magazine.**

## RHODE ISLAND MONTHLY BY THE NUMBERS

**130,000+** Readers | **\$210,000** Average Household Income | **61%** Women | **67%** with Higher Education | **89%** Homeowners

>> **Please contact**, Kieran Keating, [KKeating@RIMonthly.com](mailto:KKeating@RIMonthly.com), 401.649.4888 or your *Rhode Island Monthly* marketing consultant.

# Spring Home Guide

## Sample Layouts

### FORMATTED PROFILE OPTIONS

HALF PAGE + 175 WORDS  
\$2,400

SPECIAL ADVERTISING SECTION  
HOME PROFESSIONALS PROFILES

### MARSHALL BUILDING & REMODELING



**Marshall Building & Remodeling** is Rhode Island's most trusted name in roofing, siding and windows. The company was started in 1983 by brothers Tom and Dave Marshall, who wanted to elevate the industry standards and provide more for their customers than anyone else. Their original concept was simple, make the exterior remodeling process as painless as possible for homeowners while maintaining the highest level of workmanship.

This vision is still carried out by Marshall's award-winning team, now led by Tom's children Andy and Aynne Marshall. From the initial no-pressure free estimate process, to the fact that they offer flexible payment options and don't accept any down payment, Marshall has a seamless process in place for easy home improvement.

The caring team of dedicated individuals behind the scenes, ensures the success and satisfaction of thousands of projects each year. Marshall inspires hundreds of five-star reviews because homeowners are happily surprised by their positive experiences, especially in an industry known for being a customer service nightmare.

Over the years, this commitment has solidified strong relationships with prior customers, who choose Marshall again and again for their roofing, siding and window needs. Once you've worked with Marshall, it's hard to imagine working with another contractor that why some families have used Marshall for generations.

From the front office staff to the installers in the field, the Marshall team keeps the customer experience at the forefront of everything they do. Their fifteen-year workmanship warranties are also part of the valued Marshall experience. With a longstanding reputation for excellence, you can be sure they'll be there when you call. Why settle for less? Get more with Marshall.

**1. How will I know it's time to replace my roof?**  
There are obvious signs like missing or curling shingles, deterioration, or granular loss. Deterioration occurs when the layers of the shingle separate. Granular loss happens when weather, sun and rain-off cause the grit on the top layer of the shingle to shed. The age of the roof plays a huge factor too. If it's been twenty-plus years, it's likely the integrity of your roof is compromised and should be inspected.

**2. How can I choose the best siding color for my home?**  
If you're looking for some quick inspiration to guide your decision, your roof color is a great place to start. Since new roofs last for decades, its color can be the anchor for your color scheme. Ask yourself, is it a neutral, cool, or warm tone? From there, you can narrow down your preferences. We also have samples and tools, like state-of-the-art modeling technology, which can make visualizing your home's color transformation a breeze.

**3. Should I switch to New Construction windows?**  
Selecting new windows for your home can be confusing. One thing that can trip people up is the installation method, which varies from "New construction" to "replacement." A good rule of thumb is to replace your windows "like for like," meaning if you have replacement windows now, that would be the easiest and most cost-effective choice for your home. Be aware when switching to a new construction style you'll likely need to replace both the interior and exterior trim and/or the surrounding siding, leading to a higher cost and mismatched shingles.

**4. How much money should I expect to put down?**  
We don't take any money down, but it varies by company. Deposits range from 30-50 percent up front, with most contractors requiring 60 percent or more before the project even starts. If you do hire a company that takes a deposit, keep in mind, as soon as the money leaves your pocket, you've made yourself vulnerable to issues with quality, communication and delays. We prefer to create a mutual relationship built on trust, and that's a big reason why we only accept payment when a job is complete.

**Serving RI & MA**  
Marshall Building & Remodeling  
152 Forbes Street, Riverside, RI 02915  
marshallbuildingandremodeling.com • 401-438-1499

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FULL PAGE + 265 WORDS  
\$3,300

SPECIAL ADVERTISING SECTION  
HOME PROFESSIONALS PROFILES

### MCCORMICK HOME IMPROVEMENT

**McCormick Home Improvement:** Your partner in home remodeling from concept to completion. We talk a lot about partnering with our clients, but what does that look like? A recent client worked with us while living in Canada to complete a full kitchen remodel in her home here in Rhode Island. That partnership was built on trust, sensitivity and lots of communication.

A return client had us complete a large-scale remodel on their new home after working with us to complete an in-depth remodel on their previous home. During the first project, we installed a temporary kitchen to support the family in maintaining some normalcy for their young children in the home.

A current client is managing work, family and a home remodel while her husband is out of the country. On each of these projects we are on-site every day, allowing us to adjust to the needs of our clients. We communicate regularly and are available to help brainstorm or troubleshoot. How our clients feel is just as important as how the finished project looks.

Over the past two and a half years we have worked tirelessly to maintain the strongest partnerships with our clients, despite ongoing supply chain issues. We are working closely with our vendors to source options that might be more readily available while communicating any anticipated delays in a timely manner. We recently began using a USA-made line of cabinetry, allowing us to cut down lead times and meet project deadlines.



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### GIL'S APPLIANCES

Gil's Appliances is family-owned and operated with showrooms in Bristol and Middletown. We know you want the best appliances for your home that fit your style, your space and your budget. Gil's can help, both in-store and online. Proudly serving Rhode Island and Southeastern Massachusetts, we offer free delivery and financing for qualified customers. Some restrictions apply. See store for details today! [gilsappliances.com](http://gilsappliances.com)



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Bristol, RI 02809  
401-253-9789

936 Aquidneck Avenue  
Middletown, RI 02842  
401-314-9789

### CERTAPRO PAINTERS

For more than twenty years, Certapro Painters of Southern RI has been providing quality and expertise to our clients. Led by Earl Gellinau, who has been painting for more than thirty-five years, we focus on personalized specifications for your home, delivered by talented long-tenured team members. You can be confident when placing your trust in Certapro Painters of Southern RI for all your painting needs.



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1/4 PAGE + 65 WORDS  
\$1,375