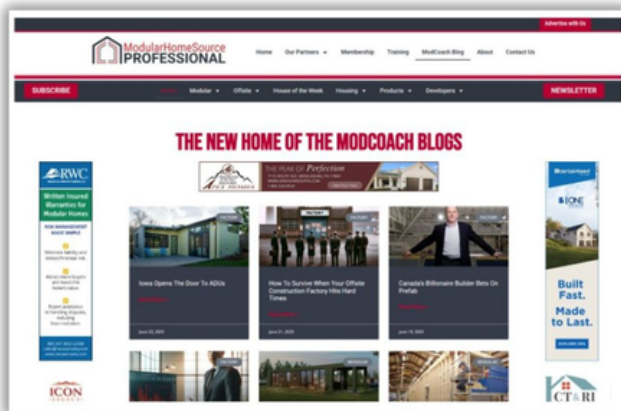




2026 MEDIA KIT

OFFSITE BUILDER



CONNECT WITH MODULAR

THE ULTIMATE RESOURCE FOR THE OFFSITE CONSTRUCTION INDUSTRY

OUR READERS

Manufacturers
Builders
Developers
Architects
Suppliers
Designers
Engineers
Project Managers
Industry Stakeholders
Appraisers
Lenders
Building Code Officials
Subcontractors
Real Estate Professionals

At iMedia Group, we connect industry leaders, innovators, and decision-makers with the latest insights, resources, and opportunities in modular and offsite construction. Our family of publications and digital platforms is dedicated to advancing knowledge, promoting best practices, and showcasing the future of offsite building.

With a strong portfolio of respected brands, iMedia Group has become a trusted partner for builders, manufacturers, suppliers, investors, and professionals who are shaping the next era of offsite construction. Whether through in-depth editorial, specialized digital content, or interactive resources, we provide targeted reach and measurable impact for our advertisers and collaborators.

WHY PARTNER WITH US

iMedia Group's platforms reach a highly engaged audience of builders, developers, architects, suppliers, and stakeholders who are actively seeking offsite construction knowledge and solutions. By aligning with our publications, advertisers gain visibility in front of decision-makers and influencers who are driving growth in modular and offsite construction.

Together, we help brands tell their story, showcase their expertise, and build meaningful connections in one of the fastest-growing sectors of the offsite construction industry.



OUR MISSION

Offsite Builder Magazine's mission is to service the growing offsite construction industry by connecting Builders, Developers, Investors and Manufacturers with vendors seeking to reach this market, providing information on innovations, and fostering a collaborative environment for solutions that enhance efficiency, sustainability, and the overall quality and appeal of offsite-built projects.

Welcome to Your Trusted Builders Source

Offsite Builder is aimed squarely at builders and developers who have the foresight to branch out beyond the centuries-old method of building homes one stick at a time. The magazine will highlight all the existing and new methods for bringing prefabricated components to a job site.

There is no other print magazine exclusively targeting this highly specialized niche industry. Offsite building in the U.S. alone accounts for roughly 4% of all new home sales, making it a market worth more than \$10 Billion.

Complementing the magazine will be a website dedicated to this industry, offsitebuilder.com. It will have feature articles and news updated on a daily basis and will incorporate the digital version of the “print” magazine. All advertising in the print version will be duplicated in the digital version, extending your advertising reach even further.

OFFSITE BUILDER

KEY STATISTICS

2,500+

Digital Edition
Monthly Subscribers

10,000+

Opt-in Email Addresses for
eNewsletters & Custom
Messaging

30% Open Rates

23% Click Through Rates

600+

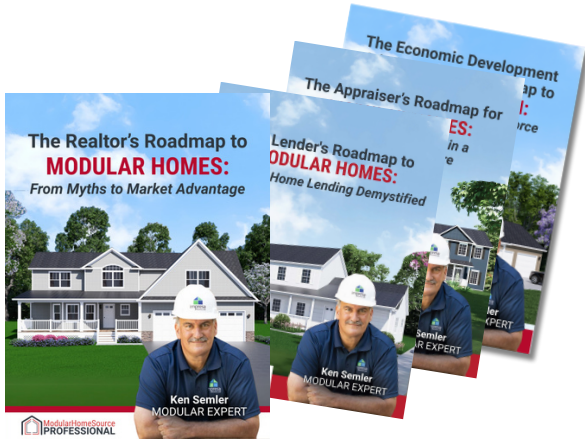
Articles Published Annually

35,000+

Social Media Followers



 **MediaGroup**



OUR SUBSCRIBERS

Builders - Developers
Architects - Suppliers
Designers - Engineers
Project Managers - Appraisers
Lenders - Building Code Officials
Subcontractors
Real Estate Professionals

Modular Home Source Professional (MHSP) is the premier digital resource for professionals in modular and offsite construction. Serving builders, developers, architects, manufacturers, and suppliers, MHSP delivers trusted content and targeted opportunities to connect with the industry.

Beyond articles and analysis, MHSP extends its value with trade-specific eBooks and live and on-demand webinars. These specialized resources dive deeper into key topics, providing both education for readers and high-impact platforms for advertisers to showcase products, services, and expertise. With multiple formats and distribution channels, MHSP ensures messages reach a highly engaged professional audience.

WHY IT MATTERS

20,000+

Unique Monthly
Users

33,000+

Opt-in Email
Addresses for
eNewsletters &
Custom Messaging

25,000+

Average Monthly
Pageviews

A Trusted Voice in Offsite Construction

Founded by Gary Fleisher, a seasoned professional with more than 30 years of experience across every phase of construction, the ModCoach Blog has become one of the most respected and widely read sources of information in the modular and offsite building industry.

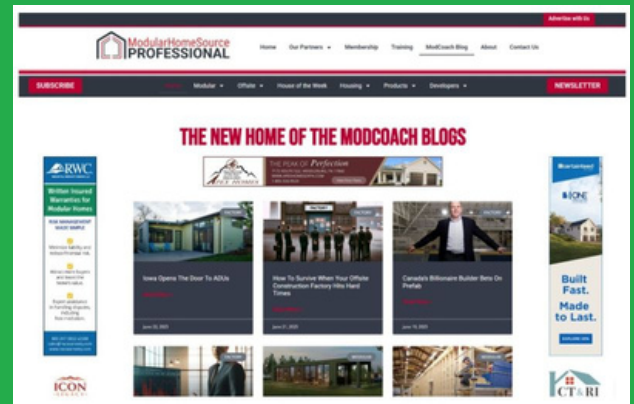
Gary's career has spanned real estate sales, retail lumber operations, general contracting, and modular housing, giving him a rare, holistic perspective on the construction industry. Upon retiring from day-to-day operations, he turned his attention to sharing knowledge and insights through the ModCoach Blog. What began as a personal passion project quickly grew into a leading global platform for news, commentary, and analysis on offsite construction.

Today, the ModCoach Blog is part of the Modular Home Source Professional website and continues to attract readers from across the United States and around the world. Industry professionals rely on Gary's reporting to stay up to date on market developments, regional news, innovations, and best practices that affect the modular and offsite sectors.

Gary now publishes across multiple platforms, including Modular Home Source and Offsite Builder Magazine and website. This expanded reach ensures that the ModCoach Blog's legacy of thought leadership continues to grow, serving as a hub for knowledge, conversation, and progress in the offsite construction industry.



Gary Fleisher



KEY STATISTICS

3.5 M

Impressions Annually

2,500+

Subscribers

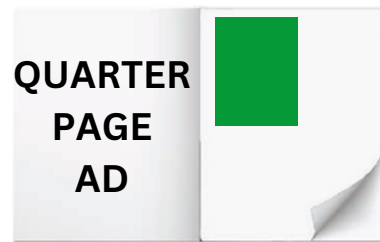
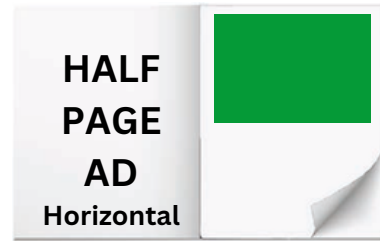
600+

Articles Published Annually

32,000+

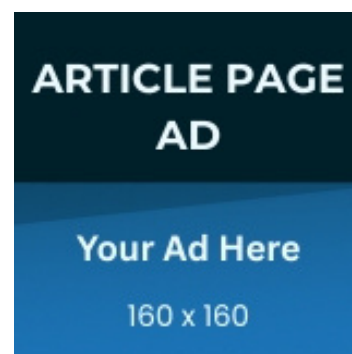
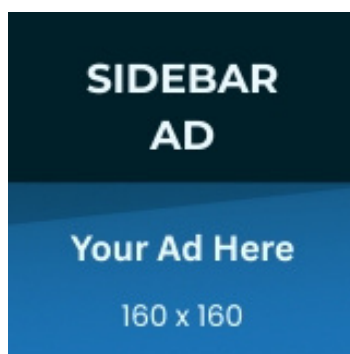
Social Media Followers

PRINT AD SPECS/VISUAL DIMENSIONS



AD TYPE	DIMENSIONS W x H (in)	1x	3x	6x	12x
Full Page	7.375 x 10	\$1,500	\$1,395	\$1,325	\$1,200
Half Page - Horizontal	7.375 x 4.92	\$900	\$850	\$800	\$750
Half Page - Vertical	3.6 x 10	\$900	\$850	\$800	\$750
Quarter Page	3.6 x 4.92	\$500	\$475	\$450	\$425
Inside Front Cover	8.5 x 11	\$3,000	\$2,850	\$2,700	\$2,500
Inside Back Cover	8.5 x 11	\$3,000	\$2,850	\$2,700	\$2,500
Back Cover	8.5 x 11	\$5,000	\$4,800	\$4,600	\$4,500
Sponsored Content	100 Words per page	1-2 Images	\$1500/1pg	\$2,500/2 pg spread	
Executive Interview with Editor	100 Words per page	1-2 Images	\$1500/1pg	\$2,500/2 pg spread	

DIGITAL AD SPECS/VISUAL DIMENSIONS



AD TYPE	DIMENSIONS W x H (in)	3 Months	One Year
Skyscraper	160 x 600	\$1,200	\$3,600
Top Banner	720 x 90	\$1,200	\$3,600
Banner	720 x 90	\$550	\$1,800
Home Page Sidebar Ad	160 x 160	\$375	\$1,200
Sponsored Content Website Ad Specs: image, title, 75 words of copy,		\$900	\$2,700
<i>*Artwork due 2 weeks prior to site posting</i>			

EXPANDED ADVERTISING SPONSORSHIP OPTIONS

AD TYPE	DIMENSIONS W x H (in)	Available Spaces	Rate
Weekly eNewsletter Banner	720 x 90	4 emails (1 month)	\$900
Weekly eNewsletter Sponsored Content Ad	Image, title, 50 words, link	4 Editions	\$800
Custom Dedicated eBlast	Client provides html (no more than 2-3 images, 250 words, 2-3 links, logo, strong CTA)	Blasted to 5,000 offsite construction industry pros; Metric report provided post-blast.	\$2,000
MHSP Webinar Sponsorship	Logo on all 11 promo emails sent prior/post webinar, 2 minute sponsor webinar intro, registration lead list		\$3,500
MHSP eBook Sponsorship	Custom Opportunity	Contact Tom Schoen tom.schoen@imediagroup.com	