



2015 Winner: National Association of Homebuilders

Entry Title: Best in American Living (BAL) Digital Magazine

Project Overview/Elevator Pitch:

Best in American Living is a quarterly, digital magazine that is distributed through email to 120,000 NAHB members and building industry professionals. The magazine converted to digital in 2014 after many years as a printed publication and serves the residential building industry. After budget cuts and a remaining with a limited budget, NAHB decided to enter the digital publishing arena by redesigning the magazine and launching BAL as a digital flip book. As their audience moves toward digital platforms a lot of their information, NAHB has embraced new methods of connecting with members and advertisers alike.

Project Goals/Objectives:

- Create “stunning visuals” highlighting design, and multi-dimensional—aka with short, compelling articles, links to more robust reports, and slideshows.
- Supplement the magazine with a blog, Facebook page, and Houzz profile where shorter articles are published to supplement the magazine content between issues.
- Showcase the magazine at the International Builder Show through education sessions on home and community design, and the Design Studio where supplemental education on site planning and architectural design as well as a networking space is provided.
- Build on the 31-year legacy of the Best in American Living Awards, the premier industry awards program recognizing residential design excellence.
- Reach a wide readership appeal across the industry—even with home buyers.

Strategy:

- To reach the goals and objectives set forth, budget considerations included researching best publishing option. NAHB chose to work with NxtBook Media to create a new media solution after considering other options.
- The beautiful and readable design of the flip book was created by the award-winning team at LTD Creative.
- Solutions and budgets were outlined and submitted to the NAHB BAL magazine team. The plan was accepted and incorporated into the department budget and future budget planning. NAHB continues to contract with LTD Creative for design through 2015.
- Improve the public image of the building industry and enhance communications with groups outside the building industry

Success Metrics:

- Best in American Living delivers to a diverse readership of more than 120,000, 57% of which are NAHB members.
- Design articles and photos of award-winning projects from Best in American Living have been among the top most-read items on NAHB's Facebook page.
- The latest issue had over 4,000 readers and 47,000 page views.
- NAHB has over 3,500 followers on Facebook and the blog was viewed by 12,000 people in 2014.
- This digital magazine has become a true benefit available to all NAHB members and even non-members. The broad issue coverage has wide readership appeal across the industry—even with

home buyers—and, thus, also to sponsors and advertisers as a result of both content and distribution.

Learn More:

http://www.nxtbook.com/nxtbooks/nahb/bal_2014fall_v2/

www.nahb.org