Mediaplanet Launches New Campaign "Home Improvement & Security"

As 2019 approaches, the opportunity to start fresh and make changes in the New Year begins with the home. Launching today, Mediaplanet’s “Home Improvement & Security” campaign offers insights and tips for homeowners looking to take on major renovations, redesign their living spaces, and protect their homes to live in comfort and safety.

NEW YORK (PRWEB) January 03, 2019 -- The recent surge in home equity – with homeowners seeing an average increase of $16,200 nationally - is causing more people to invest more in their homes rather than buying new ones. It can be difficult to know the extent to which renovations contribute to resale value and are environmentally friendly. However, industry research has brought to light which projects are affordable and functional, from seemingly minor changes in a color scheme to major investments like installing new flooring.

The print component of “Home Improvement & Security” is distributed within today’s edition of USA Today in New York, Seattle, Chicago, Los Angeles, Las Vegas, Washington DC, and Baltimore markets, with a circulation of 250,000 copies and an estimated readership of 750,000. The digital component is distributed nationally, through a vast social media strategy, and across a network of top news sites and partner outlets. To explore the digital version of the campaign, visit: http://www.modernwellnessguide.com/topic/home-improvement

Within the campaign, sustainable building experts Greenhome Solutions discuss the advantages of different types of flooring, delving into the benefits of cork floors as an alternative to vinyl. “Cork’s natural flexibility allows it to adapt to pressure, increasing the life span of the floor, providing durability and walking comfort. And because it’s a natural insulator, it can actually help to reduce energy costs and muffle sound,” says Erin Reith of GHS. “A 100% natural raw material, cork is harvested without cutting or damaging the cork oak trees.”

This campaign features industry leaders hailing from the National Association of the Remodeling Industry, Queer Eye’s Bobby Berk, the US Green Building Council, the National Association of Homebuilders, GHS and more.

About Mediaplanet
Mediaplanet specializes in the creation of content marketing campaigns covering a variety of industries. We tell meaningful stories that educate our audience and position our clients as solution providers. Our unique ability to pair the right leaders with the right readers, through the right platforms, has made Mediaplanet a global content marketing powerhouse. Our award-winning stories have won the hearts of countless readers while serving as a valuable platform for brands and their missions. Just call us storytellers with a purpose. Please visit www.mediaplanet.com for more on who we are and what we do.

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