

HARDWARE Retailing

Your Best Connection to
the Industry's 35,000+
Independent Retailers

Media Kit 2015
Established 1901

HARDWARE Retailing

DEAR ADVERTISER,

I'd like to start by thanking you for considering *Hardware Retailing* magazine as a partner for your advertising goals. *Hardware Retailing* has been bringing retailers, manufacturers and distributors within the home improvement community together for more than 100 years and is considered the leading publication in this market.

It's certainly not just the publication's longevity that has earned it this top spot, either. *Hardware Retailing* remains home improvement retailers' favorite and most widely utilized magazine because it consistently delivers management and new product insights retailers need to run better and more profitable businesses.

***Hardware Retailing* is so in tune with retailers' needs because it is THEIR magazine.**

Hardware Retailing isn't just one magazine in a stable of 50 produced by some publishing company or a hobby side project that may come and go. Published by the North American Retail Hardware Association, *Hardware Retailing's* sole purpose is to meet the needs of the home improvement retailers who own it – a mission that it has fulfilled for more than a century.

In the pages of this media kit, you'll find more information about why *Hardware Retailing* is the BEST vehicle for companies who want to deliver their brand messages to the 35,000 independent hardware stores, home centers and lumberyards throughout the U.S. and Canada.

You'll also find through our creative advertising programs and our broad range of advertising options that *Hardware Retailing* represents the best VALUE for your marketing spend.

To find out more about how *Hardware Retailing* can help expose your products and brand to more than 35,000 retail decision makers each month, I encourage you to browse through this kit and then reach out to your regional sales manager for a personal consultation.

Thank you again for your consideration,




Dan M. Tratensek

Publisher/Vice President, Publishing


Hardware Retailing / North American Retail Hardware Association



There are...
35,000+
Independent Home Improvement Retailers versus just 14,000 McDonalds and 11,000 Starbucks.



3x
The number of advertising pages run in *Hardware Retailing* compared to its nearest competitor.



133,500
Total number of potential impressions advertisers get from each issue of *Hardware Retailing*.

HARDWARE INDUSTRY SALES BREAKDOWN

HOME DEPOT	\$79 BILLION
LOWE'S	\$53 BILLION
MENARDS	\$8 BILLION
INDEPENDENT HOME IMPROVEMENT RETAILERS	\$168 BILLION

Source: NRHA/Industry Estimates 2013

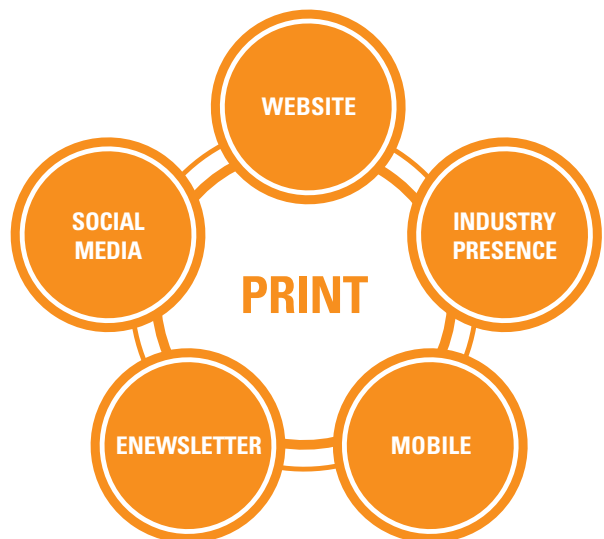
TOP 5 REASONS

retailers read *Hardware Retailing* magazine

- 1** FINDING NEW PRODUCTS TO SELL
- 2** HOW-TO MANAGEMENT ADVICE
- 3** INDUSTRY NEWS
- 4** STORIES ABOUT SUCCESSFUL RETAILERS
- 5** MERCHANDISING IDEAS

Source: Hardware Retailing Magazine Readership study, 2014

HARDWARE RETAILING IS MORE THAN A MAGAZINE



HARDWARE RETAILING DELIVERS THE MEANINGFUL CONTENT RETAILERS DEMAND!

- *Hardware Retailing* is the **ONLY** monthly publication serving the retail home improvement market
- *Hardware Retailing* is “owned” by the 35,000+ independent home improvement retailers that make up the industry through the North American Retail Hardware Association
- Readers say they typically hang on to their copies of *Hardware Retailing* for months, if not years to use as a reference
- *Hardware Retailing* magazine has received more awards for editorial and design excellence than any other industry publication
- Any profits earned by *Hardware Retailing* magazine go to developing additional services and programs for independent retailers
- *Hardware Retailing* magazine has been published by the industry’s retailers for more than 100 years

For More Information About How to Leverage *Hardware Retailing* to Promote Your Brand, Contact Marci Taschler at 317-275-9421 or mtaschler@nrha.org.

hardwareretailing.com

Serving Hardware, Home Center & Building Material Retailers

HARDWARE Retailing

APRIL 2014

Storm Survival: Behind the Scenes
P. 38

A Fresh Take on Paint
P. 47

Breaking News: Better Homes and Gardens to Speak at NRHA All-Industry Conference
P. 60

VOLUME 206 • ISSUE 4

Focus on the Retailer

BRINGING BACK THE SPARK

A Fresh Look at the Electric Category

By Liz Lichtenberger, llichtenberger@nrha.org

Category Trends

NEW PRODUCTS

- 1. BUTANE LIGHTERS**
A light that ignites, ignites and ignites. The Flame Farmer Butane lighter is original from Gibson and features a unique design. The lighter features a built-in lighter mechanism that ignites the flame. The lighter features a built-in lighter mechanism that ignites the flame. The lighter features a built-in lighter mechanism that ignites the flame.
- 2. GARDENING SOIL**
A 100% organic soil for your garden. The 100% Organic Gardening Soil is a 100% organic soil for your garden. The 100% Organic Gardening Soil is a 100% organic soil for your garden.

GIBSON ENTERPRISES, INC.
2015 Gibson Drive
Concord, California

Bill Vogel
Bill Vogel Hardware
Concord, California

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New Products

Time for a Tune-Up?

How Store Services Can Get Your Business Rolling

By Liz Lichtenberger, llichtenberger@nrha.org

When Stanley Green, a 30-year-old entrepreneur and bike mechanic, got into the bike business, he knew he wanted to provide a service that was different from the rest. He wanted to provide a service that was different from the rest. He wanted to provide a service that was different from the rest.

How Store Services Can Get Your Business Rolling

How-To Management

AN UNBEATABLE OPPORTUNITY

Promote your brand with the home improvement retailing industry's most well-read, respected resource.

HARDWARE
Retailing

A TRUSTED BRAND

Hardware Retailing belongs to the retailers who read it!



As not-for-profits, *Hardware Retailing* and the North American Retail Hardware Association (NRHA) only have one mission... "to help home improvement retailers become better and more profitable merchants."



Over the years, we've really focused down our advertising to where we feel it is most effective. **We're very pleased with the exposure in *Hardware Retailing*.**

—Evan Anderson, Allway Tools

Build Your Brand with a Respected Ally!

- *Hardware Retailing* has been a fixture for home improvement retailers for more than 100 years!
- Because the magazine is owned by the home improvement retailers who read it, they know they can trust and rely on the information delivered in its pages!
- While fly-by-night publishers may come and go, retailers know that *Hardware Retailing's* sole purpose is to serve their needs!
- *Hardware Retailing* is the only publication that delivers high-quality how-to management and new products information to retailers on a monthly basis.

Covering the Industry Like No Other!

Hardware Retailing has the largest editorial and research team of any publication covering the industry.

Each year, *Hardware Retailing's* editors are in hundreds of retail stores, called on to speak as industry experts at dozens of events and attend every major buying market and trade show in the home improvement landscape!

No other media company is engaged in the home improvement industry like *Hardware Retailing*!

Surround Your Ad with Meaningful, Respected Editorial Content! Call Your Sales Manager Today!

50+ Awards

Hardware Retailing magazine and its digital properties have received more awards than any other industry publication.



114 years

Hardware Retailing has been servicing the industry for over a century. We are fully connected and invested in the retail community.

AN EXPANDING MARKET

Hardware Retailing's readers are planning for growth!

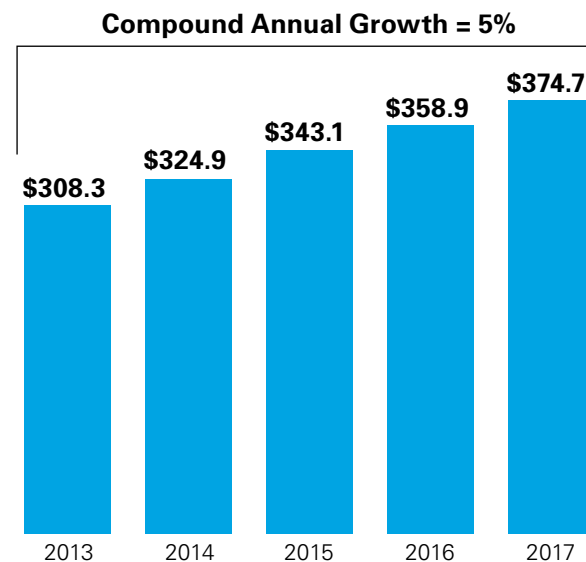
Over the next three years, the home improvement retailing market will expand at its fastest pace in decades.

The retailers who rely on *Hardware Retailing* magazine for how-to management insights and new product information will be leading this growth spurt.

Contact your Sales Manager today and let *Hardware Retailing* help expose these growth-focused retailers to your products and brand!

Home Improvement Industry Sales

In Billions of Dollars



Source: NRHA/*Hardware Retailing* Annual Market Measure Report



We were new to *Hardware Retailing* and thought (it) would be a good avenue to introduce our new Tru-IR product to the marketplace. **Our decision was absolutely on target!**

—Joe Neal, Char-Broil

NOW is the Time to Expand Your Brand Presence!

Between now and 2017, industry analysts are expecting sales in the home improvement retailing industry to expand by about \$50 billion*!

- Houses are being built, consumers are looking to improve their existing homes. By any measure the next several years represent great opportunities for growth in the home improvement industry! **Are you ready?**
- *Hardware Retailing's* core readers, 35,000+ independent home improvement retail buyers, control the majority of sales through the channel and are hungry for new products and niches to help them take advantage of this growth cycle.
- This year, independent home improvement retailers are predicting **the most robust comp-store sales growth they have seen in five years****— and that's just the start of the upward momentum.

Your Ad Program in *Hardware Retailing* Makes Sure Retailers are Aware of Your Products and Brand!

*Average of estimates from NRHA and Home Improvement Research Institute Forecasts
** NRHA Executive Quarterly Index/March 2014

\$168 Bil.

Independent home improvement retailers control about 54% of the sales flowing through the home improvement channel.

35,000+

Independent retailers far outnumber their big-box competitors when it comes to unit count. And each of these units makes independent buying decisions!

5% CAG

Growth in the home improvement retailing industry is predicted to peak over the next few years.

Source: NRHA and Industry Reports

AN ENGAGED READERSHIP

Our readers are ready to make buying decisions!

Hardware Retailing puts your brand in front of retail decision-makers and is trusted as the go-to source for how-to management and new product information.



More than 50% of *Hardware Retailing's* readers say they spend at least half an hour with the magazine each month.



Hardware Retailing continues to be **Midwest Fastener's** advertising venue of choice because of its focus and devoted efforts to help out the independent retailer.

—Jason DeVries, *Midwest Fastener*

Retailers Value *Hardware Retailing* as a Business Tool!

Because *Hardware Retailing* is published by *their* association, home improvement retailers trust and depend on the magazine to help run their operations!

- 10x* the number of retailers list *Hardware Retailing* as their "most frequently read" trade publication over any other competitors.
- *Hardware Retailing* is the only publication that delivers retailers a high-quality blend of how-to management advice and new product and trend information.
- This information is so valuable to retailers that nearly 70% of *Hardware Retailing's* readers say they keep their copies of *Hardware Retailing* magazine a minimum of two months, with 10% indicating they keep their copies at least one year! **That means your ad has an impact long after the month it's published.**
- *Hardware Retailing* is the only industry resource that is available to retailers however and wherever they want it with a monthly print edition, monthly digital edition, a website, weekly e-newsletter, mobile application and engaged social media presence.

* Source: *Hardware Retailing Magazine Readership study, 2014*

***Hardware Retailing* Delivers the BEST VALUE for Your Advertising Investment!**

89%

of readers agree with the statement that, "*Hardware Retailing* provides me with valuable information to help me run my business."

93%

of readers agree with the statement that, "*Hardware Retailing* is an excellent source for information on new products."

90%

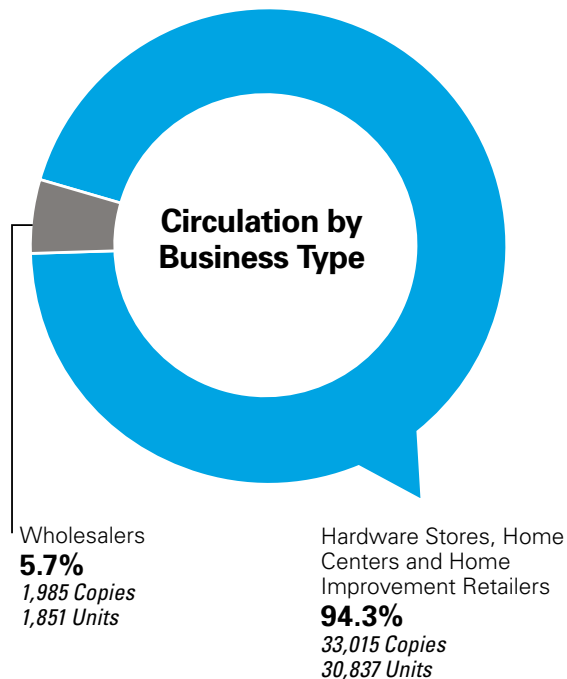
of readers agree with the statement that, "*Hardware Retailing* is an excellent source for news about the industry and trends."

Source: *Hardware Retailing Magazine Readership study, 2014*

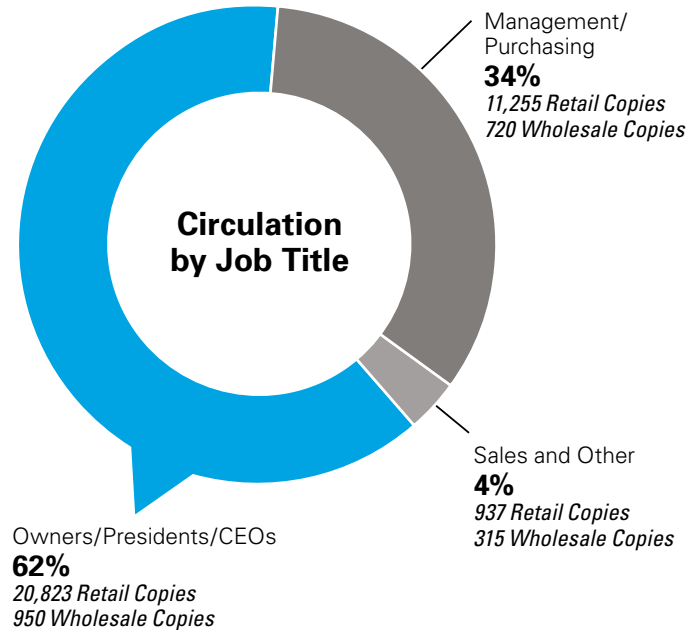
A RELIABLE CIRCULATION

No other media connects advertisers with home improvement retailers like *Hardware Retailing*.

Print Circulation by Business Type



Print Circulation by Job Title



Source: Hardware Retailing Publisher's Statement, December 31, 2013



SaniSeal has been advertising in *Hardware Retailing* for several years now with outstanding results! *Hardware Retailing* is our preferred method to get in front of the independent dealers with our product.

—Bob Grimmert, SaniSeal

Extend Your Brand Reach with *Hardware Retailing*!

Hardware Retailing's verified and audited circulation ensures your message is reaching the RIGHT decision makers!

Your Ad in *Hardware Retailing's* Print Edition Reaches:

- More Total Print Circulation than Any Other Publication
35,000 Average Qualified Circulation
- The Most Purchasing Decision Makers
97.4 Percent Sent to Executives, Managers and Buyers
- More Verified Home Improvement Retail Units than Any Other Publication
30,837 Individual Hardware Stores, Home Centers and DIY Lumberyard Units
- Total Co-Op and Wholesaler Coverage
1,851 Wholesaler Recipients
- Every Independent Home Improvement Retailer in the U.S. and Canada
Including Every Ace, Do it Best, True Value, Orgill and Home Hardware Dealer
2,000+ Managers and Buyers at the Industry's Big-Box Chains

Source: Hardware Retailing Publisher's Statement, December 31, 2013

The Magazine Industry's Circulation Seal of Approval



Publishers who want to assure their advertisers that they are getting the most value for their advertising investment hire organizations like the Alliance for Audited Media (AAM) to provide outside review and confirmation of the quality of their subscription list. This ensures your ad message reaches your targeted customers and prospects.

Get Unbeatable Total Ad Reach with *Hardware Retailing*:

Print Edition:
35,000 + 2.5 Pass Along Readers
= 122,500* Total Readers

Digital Edition:
55,000 X 20% Open Rate
= 11,000 Total Digital Edition Readers

POTENTIAL TOTAL PRINT AND DIGITAL AD IMPRESSIONS =

133,500*

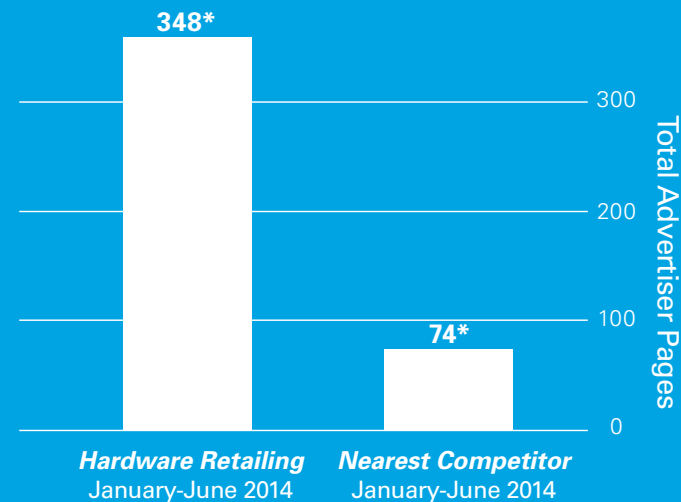
*When combined with our print circulation and pass along rate of 2.5 additional people.

A WISE INVESTMENT

Whether you are introducing a product or reinforcing a brand message, *Hardware Retailing* delivers the best value for your advertising spend!

There's a simple reason 3x the number of businesses choose to advertise in *Hardware Retailing* than any other competitor! **Their advertisements in *Hardware Retailing* get results!**

What's the Saying About Customers Voting with Their Dollars?



*Source: Independent Media Agency Report



Hardware Retailing provides us with the **best return on investment** when it comes to trade publication advertising!

—Julie Price, Lonza

Programs For Any Budget

Anyone in advertising knows it's not the size of the budget you have that makes the difference in how successful you are, it's where you choose to make your investment that matters.

Maximize Your Investment

That's why *Hardware Retailing* has advertising programs to help you **get the most impactful exposure for your brand at any investment level.**

- **Budget Maximizer Programs** — Allow you to deliver your message with the frequency needed to make an impact!
- **Hot Products Buying Guide** — An economical way to showcase your new products to eager readers!
- **Distributor-Focused Sections** — To make sure retailers know where to find your products and what buying markets you will be attending.
- **National Hardware Show® Issue** — A great opportunity to make a big splash around the industry's biggest event!
- **Seasonal Savings Opportunities** — Take advantage of these great deals to bundle your ads together at MAJOR discounts!
- **Category-Focused Sections** — Be in the issues that are focusing on your product's category to reach readers who are looking to buy!

Your Ad Program in *Hardware Retailing* Offers the Best Value for Your Investment! Contact Your Sales Manager Today!

Take Advantage of Premium Positions

With so much high-quality editorial that engages readers at every turn, there are a number of high-profile premium positions within the magazine available!

- Covers
- Opposite Columns
- Category Coverage
- Opposite Trends Section
- New Products
- Feature Wells

Talk to your Sales Manager about how to get maximum visibility for your brand message!

97%

of *Hardware Retailing's* readers say they look at the ads in each issue.

89%

say they have been influenced by an ad in *Hardware Retailing* when it comes to product purchasing decisions for their store.

88%

of readers say they have purchased a product within the last year that they **ORIGINALLY** saw in *Hardware Retailing*.

Source: Hardware Retailing Magazine Readership study, 2014

Contact Your Regional Sales Manager Today!

MIDWEST

Tony Sarantakis

p: 847-934-9515
c: 847-431-3370
f: 847-934-2494
e: tonytakis@aol.com

WEST

Chris Miller

p: 630-234-3272
f: 847-934-2494
e: cmiller7288@gmail.com

GREAT LAKES

Brad Lyons

p: 317-275-9424
c: 317-504-3019
f: 317-275-9403
e: blyons@nrha.org

CANADA

John Magner

p: 416-598-0101 x220
f: 416-598-9191
e: jmagner@yorkmedia.net

NORTHEAST

Rob Wamsley

p: 317-275-9413
c: 614-266-4964
f: 317-275-9403
e: rwamsley@nrha.org

NATIONAL

Lowell Huffman

p: 317-275-9443
c: 317-750-2096
f: 317-275-9403
e: lhuffman@nrha.org

SOUTHEAST

Nick O'Connor

p: 317-275-9409
c: 317-364-0360
f: 317-275-9403
e: noconnor@nrha.org

VP OF SALES

Bob Cutter

p: 317-275-9427
f: 317-275-9403
e: bcutter@nrha.org

AD RATES SPECS & CALENDAR

2015 ADVERTISING RATES



2015 ADVERTISING RATES

FULL COLOR

	1X	3X	6X	12X
FULL PAGE	\$9,600	\$9,000	\$8,700	\$7,450
SPREAD	\$17,300	\$16,200	\$15,700	\$14,000
2/3 PAGE	\$8,600	\$8,000	\$7,800	\$6,500
1/2 ISLAND	\$7,500	\$7,200	\$7,000	\$5,700
1/2 PAGE	\$6,400	\$6,100	\$5,900	\$4,600
1/3 PAGE	\$5,500	\$5,200	\$5,000	\$3,700
1/4 PAGE	\$3,800	\$3,600	\$3,500	\$2,595

Cover Rates

Inside, front cover\$11,600*
 Inside, back cover\$11,600*
 Back, 4th cover \$12,600*
 All cover rates include four-color process.

PLEASE NOTE: *Closing dates for covers are 60 days prior to issue date. *Gross rate*

Multiple-Page Impact Program

4-page schedule, one issue\$25,900*
 6-page schedule, one issue\$31,500*
 8-page schedule, one issue\$39,200*
 (Cost includes four-color.) *Gross rate

Special Positions

Special positions are available by request. Only full-page or half-page positions are guaranteed. Ten percent extra on space.

Special Color Rates

Standard AAAA colors, per page or fraction, each color extra.....\$1,100
 Matched PMS colors per page or fraction thereof, extra.....\$1,800
 Metallic colors.....\$1,800

Color charges apply in all instances. No substitutes for black. See "Mechanical Specifications" for matched color requirements. Matched colors requiring special positioning are subject to an additional 15 percent on space and color.

Two Color Bound-In Postcards

Postcards are available. Please call your sales rep for more information.

Bleeds

No charge for bleed pages or fraction thereof. One-third page is the smallest acceptable bleed ad size.

Inserts and Production Questions

Inserts are available. Please call your sales rep for rates and mechanical specifications.

Digital Advertising

Purchasing ads in the Print edition of *Hardware Retailing* includes digital advertising in the ePublication at no additional cost.



TRIM SIZE

8" x 10.75"

AD SIZES

Non-Bleed Ads (w x h)

2 Page Spread	15" x 10"
Full Page	7" x 10"
2/3 Vertical	4.5" x 10"
1/2 Horizontal	7" x 4.875"
1/2 Island	4.5" x 7.5"
1/2 Vertical	3.375" x 10"
1/3 Square	4.5" x 4.875"
1/3 Vertical	2.125" x 10"
1/4 Horizontal	7" x 2.375"
1/4 Square	3.375" x 4.875"

Bleed Ads (w x h)

Includes .125" bleed on all 4 sides

2 Page Spread	16.25" x 11"
Full Page	8.25" x 11"
2/3 Vertical	5.125" x 11"
1/2 Vertical	4" x 11"
1/2 Horizontal	8.25" x 5.5"
1/3 Vertical	2.625" x 11"
Live Matter Area	7" x 10"

PLEASE NOTE:

- Set all full page documents to the trim size of 8" x 10.75", extend any bleed .175" past the trim on all 4 sides.
- Specs for NON-BLEED fractional ads are the actual ad size.
- We will trim .125" off all 4 sides of the above listed bleed sizes. (example: 1/2 page horizontal bleed size is 8.25" x 5.5". Final trim size will be 8" x 5.25")
- A .25" safety area from trim is recommended for live matter.
- Spreads: Allow a .25" safety on both sides of the gutter for live matter.

DIGITAL SPECIFICATIONS

Ad material may be submitted as Adobe InDesign CS5, Photoshop CS5 TIFF or EPS file or Illustrator CS5 EPS file.

Preferred format—Hi-res (300 dpi)

PDF file format.

Adobe Photoshop Files: Save as 300 dpi, TIFF or EPS files. Flatten layers. All color including images must be CMYK.

Illustrator Files: Convert fonts to outlines and embed images. All links need to be TIFF or EPS files. All color including images, transparencies or gradients must be CMYK. Final file should be saved as an illustrator EPS.

InDesign Files: All files must be Mac formatted and collected for output. Include all fonts. Files should be set up for 4/C process printing, no spot colors. All images are to be in CMYK mode, saved as EPS or TIFF format. Images must be CMYK, high resolution (300 dpi for CMYK and grayscale images and 600 dpi for line art). RGB, JPG or PSD files are not acceptable. Please convert.

PLEASE NOTE: Any other digital format must be submitted as a hi-res PDF file. Any ads submitted in other digital formats may be charged additionally to convert to acceptable formats. Please call for details before submitting materials.

PRINTING SPECIFICS

Body and covers are printed web offset. Line screen is 133. Total dot density should not exceed 300 percent in four colors. Two-color dot density should not exceed 180 percent, with one color solid. SWOP standards apply.

PDF FILES

Advertising materials may be submitted as PDF (PDF X-1a) files. All files need to follow all previous guidelines.

- Supply single-page files only.
- All fonts must be properly embedded. Do not "menu-style" fonts.
- All images must be CMYK. Never use RGB, lab color or ICC based colors. Do not save using JPG compression.
- All component files and resources (linked EPS and TIFF images) must be embedded. Embedded raster files must be in composite TIFF or EPS format.
- Build all full pages to trim size, and extend the bleed .125" beyond the document page.

- Leave a safety margin of .25" for artwork/type not intended to bleed the page.
- Output with crop and registration marks centered. Set bleed to 0.125". (Don't forget to include the bleed when making your PDF.)
- Save as a hi-res 300 dpi PDF.
- Do not downsample.

CONTACT & SHIPPING INFO

Nancy Vondersaar

Hardware Retailing
6325 Digital Way #300
Indianapolis, IN 46278
p: 317-275-9408, f: 317-275-9403
nvondersaar@nrha.org

Files may be shipped on CD or emailed. Files too large for email may be uploaded to the ftp site listed below.

ftp://69.167.158.208
username: nrhaftp
password: ia*9a8@@ksAA

Place in the **PUBLICATIONS_ADS/HARDWARE RETAILING** folder under the issue date your ad is to appear. Be sure the advertiser's name appears in the file name. If you are mac-based you will need to use Fetch to access. Please email **nvondersaar@nrha.org** once the file has uploaded.

PROOFS REQUIRED

A high-end digital color proof is required for all 4/C ads. The proof must meet SWOP standards and must be printed from the supplied file. Acceptable proofs are Kodak Approval, Fuji, Matchprint or Chromalin proofs. Laser proofs or inkjet proofs are used for content only, not color. All proofs must be submitted at 100 percent, with trim and bleed marks indicated where applicable. *Hardware Retailing* is not responsible for color variations between the digital ad file and the printed ad if a high-end proof is not submitted*. The advertiser or its agency is responsible for providing digital ad files that conform to published ad material specifications. *Hardware Retailing* is not responsible for making corrections to ad materials in order to meet those specifications.

PLEASE NOTE: In no case will Hardware Retailing assume responsibility for incorrect or poorly printed ads that result from digital ad files that are incorrectly submitted or that do not meet specifications.

MONTH	ISSUE CLOSING DATE	EDITORIAL	CATEGORY FOCUS	ADVERTISING PROGRAM	INDUSTRY EVENTS
JAN	DEC. 1, 2014		 PLUMBING	JANUARY & FEBRUARY Double Your Money, Double Your Fun! Buy full page ads in January and February at the same time, get an extra page in each issue FREE!	International Builders' Show , Las Vegas Kitchen/Bath Industry Show & Conference , Las Vegas
FEB	JAN. 2, 2015	Retailer Showcase: Orgill Inc.	 HOUSEWARES		Orgill Spring Dealer Market , Orlando
MAR	FEB. 2, 2015	Retailer Showcase: Ace Hardware	 PAINT & PAINT SUNDRIES	MARCH & APRIL Spring into Spring Clean up with some of <i>Hardware Retailing's</i> best rates. Get a jump on 2015 with special rates for spread, full page and half page ads.	Ace Hardware Spring 2015 Show , Las Vegas Hearth, Patio & Barbecue Expo , Nashville 2015 International Home + Housewares Show , Chicago True Value Spring Market , Dallas
APR	MAR. 2, 2015		 BBQ & TAILGATE		Home Hardware Spring Dealer Market , St. Jacobs, ON
MAY	APR. 1, 2015	The Industry's Top Guns The National Hardware Show® Issue	 EMERGENCY & HOME SAFETY	MAY ONLY SPECIAL! National Hardware Show If you pick one issue to advertise, it's this one! MAY & JUNE Combined Advertising Buy an ad in May and June and get the second ad in May FREE!	Do it Best Spring Buying Market , Indianapolis National Hardware Show® , Las Vegas NRHA All-Industry Conference , Las Vegas
JUNE	MAY 1, 2015		 FARM, PET & RANCH		Home Hardware Spring Dealer Market , St. Jacobs, ON
JULY	JUNE 1, 2015	Young Retailers of the Year Made in America	 IMPULSE ITEMS	JULY ONLY SPECIAL! MADE IN AMERICA If you manufacture products in the USA, this is the issue for you!	
AUG	JULY 1, 2015	Retailer Showcase: Distribution America	 LAWN & GARDEN		Ace Hardware Fall 2015 Show , Chicago Orgill Fall Dealer Market , New Orleans
SEP	JULY 31, 2015	Retailer Showcase: True Value	 OUTDOOR LIVING	AUGUST, SEPTEMBER & OCTOBER Fall Market Program Buy an ad in August and September and get October FREE! Get great deals on Spreads, Full and Half pages. If you are planning on going to any of the fall buying markets, this is the best program to get your products and services out in front of the buying shows.	Home Hardware Fall Dealer Market , St. Jacobs, ON PRO/DA Summit , Marco Island, Florida True Value Fall Market , Chicago
OCT	SEPT. 1, 2015	Retailer Showcase: Do it Best Corp.	 ELECTRICAL		Do it Best Fall Market , Indianapolis
NOV	OCT. 1, 2015	Retailer Showcase: PRO Group	 HAND & POWER TOOLS	DECEMBER SPECIAL SUPPLEMENT! Hot Products Buying Guide Special Closing Date: Oct. 1, 2015	STAFDA Annual Convention & Trade Show , Phoenix
DEC	NOV. 2, 2015	Market Measure: The Industry's Annual Report	 BUILDERS' HARDWARE		YEAR-ROUND -Maximizer Program



**Ship All Subscriptions
and Circulation
Correspondence to:**

Gateway Circulation Services

Attn: Richard Jarrett
8 Winfield Pointe Lane
St. Louis, MO 63141
p. 314-432-7511

Contact Your Regional Sales Manager Today!

MIDWEST

Tony Sarantakis

p: 847-934-9515
c: 847-431-3370
f: 847-934-2494
e: tonytakis@aol.com

NORTHEAST

Rob Wamsley

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c: 614-266-4964
f: 317-275-9403
e: rwamsley@nrha.org

WEST

Chris Miller

p: 630-234-3272
f: 847-934-2494
e: cmiller7288@gmail.com

NATIONAL

Lowell Huffman

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c: 317-750-2096
f: 317-275-9403
e: lhuffman@nrha.org

GREAT LAKES

Brad Lyons

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c: 317-504-3019
f: 317-275-9403
e: blyons@nrha.org

SOUTHEAST

Nick O'Connor

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c: 317-364-0360
f: 317-275-9403
e: noconnor@nrha.org

CANADA

John Magner

p: 416-598-0101 x220
f: 416-598-9191
e: jmagner@yorkmedia.net

VP OF SALES

Bob Cutter

p: 317-275-9427
f: 317-275-9403
e: bcutter@nrha.org

Copy & Contract Regulations

The publishers of *Hardware Retailing* reserve the right to refuse copy which, in their opinion, may be libelous or unfair. Advertisements will not be accepted from one advertiser to run under another advertiser's contract. The publishers will not accept responsibility for errors occurring in key numbers or wrong illustrations unless proofs of same are pasted on original copy.

All advertising in *Hardware Retailing* is subject to controlled postage regulations.

- Cancellation policy: Any Ad program cancelled within 10 days of scheduled closing will be invoiced at 50% of agreed rate for that issue. Furthermore the remaining contracted balance will be subject to a 20% cancellation fee.
- All positions accepted as run-of-book unless contracted for guaranteed special positions at ten percent extra on space.

Circulation

Hardware Retailing is a member of the Alliance for Audited Media (AAM). It covers the retail, wholesale and manufacturing hardware and building materials trade in the United States and Canada.

Issuance/Closing Dates

Hardware Retailing is published monthly on the first of the publication month. If proofs are required, copy and illustrative materials must be received six weeks preceding publication date. *Hardware Retailing* will not accept responsibility for changes after closing dates. When running on a consecutive basis, stand-by or previous copy will be repeated if change is not received by closing date.

Signed Orders

The publishers of *Hardware Retailing* will not accept responsibility for any errors or omissions for advertising for which a signed order from the advertiser has not been received. We reserve the right to withhold ads for which a signed insertion order has not been received by the ad deadline.

Cover Regulations

Advertisers with 2014 cover positions who wish to retain the same issues in 2015 must submit a signed letter of intent to advertise by December 1, 2014, committing to these issues. We must also receive a non-cancelable insertion order at least 60 days prior to closing or the cover position will be open and available for sale to other advertisers.

Discounts

Agency commission 15 percent.

Foreign Accounts

U.S. dollars indicated in this rate card. For accounts without established credit, (1) payment must accompany advertising material or, (2) establish a Letter of Credit in your behalf payable through National City Bank, Indianapolis, Indiana, U.S.A.

TRADE ADVERTISING...

Delivering Consistent Value
to Your Brand Message!

Why Trade Advertising Works!

While the world of brand development and support has certainly changed over the last several years, one simple fact remains unchanged — **business-to-business or trade advertising is still effective and still delivers a tremendous value to marketers.**

While consumer advertising efficacy has wavered, studies show that a consistent trade advertising program is not only still impactful but serves as a valued resource for buyers.

A Business Tool

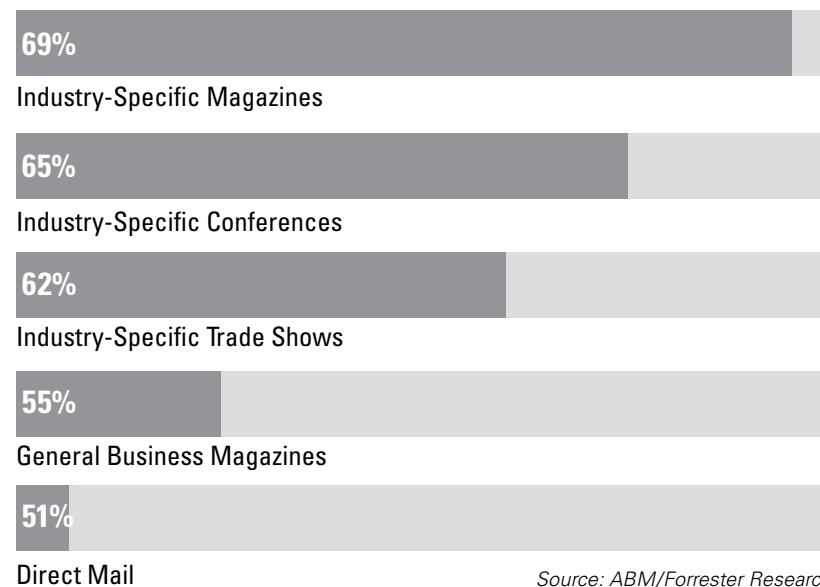
Professionals were asked to rank which medium was most relevant for containing useful advertising for their business/work needs.

- 43% B2B Publications
- 14% Newspapers
- 13% Websites
- 12% General Business Magazines
- 8% Conferences/Exhibitions
- 5% TV
- 3% Direct Mail/Other
- 2% Other Online Resources



Source: PPAI

Which B2B Media Do You Use to Do Your Job?



Source: ABM/Forrester Research

96%

of media users say they still **read trade magazines** to keep up on what's happening in their industry.

68%

of professionals say they **spend more time with industry-related print publications** than with mainstream or consumer focused publications.

69%

say printed trade magazines are an **important source** to them for new product and supplier information.

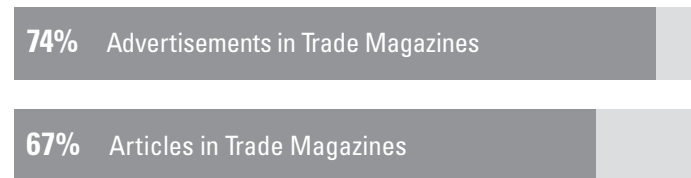
Source: Alliance for Business Media

Trade Advertising Supports Your Sales Efforts, Reinforces Your Brand Message!

While most sales professionals and marketers might prefer face-to-face contact with customers, face-to-face interactions are not only infrequent, they are among the most costly ways to interact with customers.

A trade advertising program is not only an effective way to keep your products and brand message in front of customers, it is also one of the most economical decisions a marketer can make.

Where Do You Like to Get Information About New Products?



Source: Hardware Retailing Magazine Readership study, 2014

Your Lowest Cost Per Customer Contact

Personal Sales Call	\$277
Trade Show Attendance	\$162
Telemarketing	\$31
Direct Mail	\$1.68
Ad in Hardware Retailing	\$.21

Source: Business Marketing magazine/Hardware Retailing magazine

There are Many Ways to Reach Your Customers:

- Wholesaler Markets
- Direct Mail
- Truck Mail
- Van Programs
- Sales Representatives
- Industry Events
- Trade Advertising

Even the most effective trips to wholesaler markets and industry events only give you the opportunity to interact with 300-400 customers.

Direct mail and truck mail allow you to broaden your reach but your message is often lost in the shuffle.

Van programs and sales representation in the field are a great opportunity for face-to-face contact but are infrequent and costly.

A consistent ad program with *Hardware Retailing* puts your brand in front of 35,000+ retailers on a monthly basis and keeps your brand top of mind in between direct interactions!

97%

of *Hardware Retailing's* readers say they look at the ads in each issue.

89%

say they have been influenced by an ad in *Hardware Retailing* when it comes to product purchasing decisions for their store.

93%

of readers agree with the statement that, "*Hardware Retailing* is an excellent source for information on new products."

Source: Hardware Retailing Magazine Readership study, 2014

Contact Your Regional Sales Manager Today!

MIDWEST

Tony Sarantakis

p: 847-934-9515
c: 847-431-3370
f: 847-934-2494
e: tonytakis@aol.com

WEST

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e: cmiller7288@gmail.com

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MAXIMIZER PROGRAM

YEAR-ROUND 2015

Hardware Retailing



Frequency Matters—Make a Big Splash with a Small Investment!

- Get up to six months of solid advertising coverage.
- Introduce your new or current products with a consistent message to our readers.
- Choose from two great price and size options that allow you to tailor how you promote your brand.
- Your ads will also run in the digital edition of *Hardware Retailing* at no additional cost.

Regional Sales Managers

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Advertising Rates

Quarter Page Program \$7,950*

- Four, 1/4 page, full-color display ads in *Hardware Retailing*;
- Two new-product press releases in the months when your ad isn't running;
- Or substitute the product releases for a fifth ad for no added cost.

Half Page Program \$12,950*

- Four, 1/2 page, full-color display ads in *Hardware Retailing*;
- Two new-product press releases in the months when your ad isn't running;
- Or substitute the product releases for a fifth ad for no added cost.

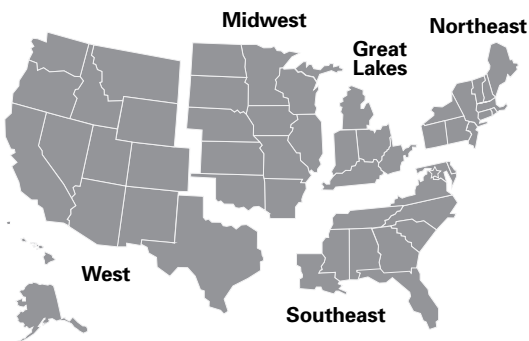
*All prices are net.

Any ad program canceled within 10 days of scheduled closing will be invoiced at 50 percent of agreed rate for that issue. The remaining contracted balance will be subject to a 20 percent cancellation fee.

DOUBLE YOUR MONEY

DOUBLE YOUR FUN PROGRAM

JANUARY & FEBRUARY 2015



Start 2015 with Double the Ad Exposure for a Single Price!

Here's How the Double Your Money– Double Your Fun Program Works:

Double Your Money

Buy January and February both at the same time
\$5,250 per page x 2 = \$10,500*

- Purchase full page ads only.

Double Your Fun

Get an extra page in each issue **FREE!**

- Design your ad space in *Hardware Retailing* any way you like: Run spreads, run 4 half pages, run 8 quarter page ads.
- Your ads will also run in the digital edition of *Hardware Retailing* at no additional cost.

*All prices are net.

Cancel January within 10 days of the scheduled closing and you will be invoiced at 50 percent of agreed rate for that issue.

If you cancel your ad for February, you will be invoiced for both January pages (\$10,500).

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Ad Closing: December 1, 2014

SPRING INTO SPRING PROGRAM

MARCH & APRIL 2015



Clean Up with *Hardware Retailing's* Best Rates for 2015!

- The Spring into Spring Program is specifically designed to help manufacturers with budgets of all sizes get a jump on 2015.
- Advertise in March or April at some of the year's best prices.
- Your ads will also run in the digital edition of *Hardware Retailing* at no additional cost.

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Advertising Rates

Spread \$7,900*

(Can include a display ad + advertorial to make up your spread.)

Full Page \$5,250*

Half Page \$2,900*

*All prices are net.

Any ad program canceled within 10 days of scheduled closing will be invoiced at 50 percent of agreed rate for that issue. The remaining contracted balance will be subject to a 20 percent cancellation fee.

As buyers return from markets, you won't want to miss an opportunity to reach them while they are still in buying mode!

March Ad Closing: February 2, 2015
April Ad Closing: March 2, 2015

NATIONAL HARDWARE SHOW®

ANNUAL ISSUE

MAY 2015



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Be a Part of the Industry's Big Event

If there is one issue you have to be in, this is it.

Your ad in the May issue reaches more retail decision makers than any other publication in the industry!

FREE Coverage with Your Advertisement:

- Product release in *Hardware Retailing's* "Spring Product Preview;"
- Bonus distribution at the National Hardware Show;®
- For show exhibitors, an easel of your ad to display in your booth for full and half page advertisements;
- Product literature bound into the May issues distributed at the show; (One page, double-sided insert provided by customer. Full and Half page advertisers only)
- Your ads will also run in the digital edition of *Hardware Retailing* at no additional cost.

The National Hardware Show® Package:

Full Page	\$6,332*
Half Page	\$3,910*
Quarter Page	\$2,206*

*All prices are net.

Any ad program canceled within 10 days of scheduled closing will be invoiced at 50 percent of agreed rate for that issue. The remaining contracted balance will be subject to a 20 percent cancellation fee.

Ad Closing: April 1, 2015

Product release copy and image: March 9, 2015

Product literature for show copies: April 1, 2015

MAY/JUNE COMBO PROGRAM

MAY & JUNE 2015



Buy an Ad in May AND June Get a Second Ad in May FREE!

- Give an added boost to your National Hardware Show® promotions with the May/June Combo Program;
- Second ad in May can run as a spread or run separately within the issue;
- Available in all ad sizes;
- Your ads will also run in the digital edition of *Hardware Retailing* at no additional cost.

Double Your Exposure at Half the Price! Maximize Your Ad Space and Reach Our Readers During this Critical Buying Period!

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May Ad Closing: April 1, 2015
June Ad Closing: May 1, 2015

MADE IN AMERICA PROGRAM

JULY 2015



Retailers Are Looking for Your Made in America Products!

July's issue of *Hardware Retailing* is celebrating products manufactured in the USA.

A recent study conducted by *Hardware Retailing* magazine revealed that 79% of retailers say their customers are looking for and purchasing more products made in America.

Showcase Your Made in America Products!

Full Page **\$3,900***

*All prices are net.

Any ad program canceled within 10 days of scheduled closing will be invoiced at 50 percent of agreed rate for that issue. The remaining contracted balance will be subject to a 20 percent cancellation fee.

All you need to do is proof and approve the materials...it's that simple.

We will take your information and format it into a template to fit in the advertorial style of this special Made in America section.

You Provide:

Editorial Information:

- Description of your Made in America product.
- Where to buy your products.
- Manufacturing process.
- Corporate history.
- Company name and contact information.

Graphic Information:

- Hi-resolution (300 dpi) company and product logos.
- Hi-resolution (300 dpi) product artwork.
- Advertisers will be provided with two proofs at no cost. For each additional proof, advertisers will be charged \$100.

Product Information and Images Should be Sent Directly to:

Nancy Vondersaar
6325 Digital Way #300,
Indianapolis, IN 46278
317-275-9408
nvondersaar@nrha.org

ftp://69.167.158.208
username: nrhaftp
password: ia*9a8@@ksAA
Place in Made in America 2015 Folder

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Ad Closing: May 15, 2015
Materials Deadline: May 19, 2015

FALL MARKET PROGRAM

AUGUST, SEPTEMBER & OCTOBER 2015



Regional Sales Managers

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Reach Retail Buyers When They're BUYING!

**Buy an Ad in the August and September Issues,
Get October Absolutely FREE!**

This program is designed to help you get the most value for your marketing budget during the time of the year that's most important to ramp up your advertising program.

- Your PRINT ad will run in the three most important Fall issues of *Hardware Retailing*;
- Your ad will run FREE in all three issues of the DIGITAL edition of *Hardware Retailing*.

Advertising Rates

Combined August & September Spread . . . \$20,500*

(Can include a display ad + advertorial to make up your spread.)

Full Page \$12,664*

Half Page \$7,820*

*All prices are net.

Any ad program canceled within 10 days of scheduled closing will be invoiced at 50 percent of agreed rate for that issue. The remaining contracted balance will be subject to a 20 percent cancellation fee.

Be sure to note:

- To qualify for your FREE ad, your order must be received no later than July 1, 2015.
- This program applies only to the August, September and October 2015 issues.
- Program will be invoiced in three equal installments.

Ad Closing: July 1, 2015

2016 HOT PRODUCTS

BUYING GUIDE

DECEMBER 2015



Retailers Need Great Products Like Yours to Drive Increased Sales!

Your ad in this supplement will reach buyers who can put your products on the shelf!

- Published in December, *Hardware Retailing's* Hot Products Buying Guide has become one of the most popular supplements to the magazine.
- Print edition will reach 15,000 of the industry's top retail decision makers.
- Poly-bagged with *Hardware Retailing's* December issue.
- Digital edition of the supplement sent to 55,000+ recipients included with *Hardware Retailing* digital edition.
- Use your ad to introduce a new line, spotlight features of an existing line or create a buzz about your time-tested products.

At Just \$1,900* Per Page, it is Too Good an Offer to Pass Up!

*All prices are net.

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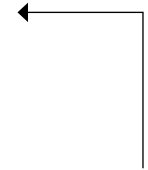
Bob Cutter

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Prominent logo display.



Directions to where retailers can find your products.

Product description and image spotlight area.

*Layout design subject to change

Send Product and Images to:

Nancy Vondersaar
6325 Digital Way #300,
Indianapolis, IN 46278
(317) 275-9408
nvondersaar@nrha.org

ftp://69.167.158.208
username: nrhaftp
password: ia*9a8@@ksAA
Place in HPBG 2016 Folder.

Special Advertising Specifications

The Hot Products Buying Guide is an advertorial supplement to *Hardware Retailing* magazine. To create maximum interest in the section and to streamline the advertising process, your product and company information will appear in a standardized format.

To make it easier for you to get the word out about your new products, *Hardware Retailing's* editorial staff helps you prepare your materials for the section. Simply provide us with the following information and we will create the page for you.

Editorial Information

- Descriptions of up to six products (no more than 50 words each). Be sure to include features and benefits.
- Company history or information (no more than 100 words).
- Company name and contact information.
- Where to buy your products (which wholesalers stock the items).

Graphic Information

- Hi-resolution (300 dpi) company and product logos.
- Hi-resolution (300 dpi) product artwork.
- Hi-resolution (300 dpi) artwork of any displays, POP materials or merchandising you would like to include.

Hardware Retailing's editorial team will take this information and format it to fit in the Hot Products Buying Guide style. You will then be asked to proof and approve the materials.

Advertisers will be provided with two proofs at no cost. For any proofs beyond the second proof, advertisers will be charged \$100 per proof.

Space Commitment: October 1, 2015
Materials Submission: October 8, 2015

HARDWARE RETAILING

DIGITAL EDITION

YEAR-ROUND



MISSION ACCOMPLISHED
The Industry's Big Event Receives Retailer Appl...



Regional Sales Managers

MIDWEST

Tony Sarantakis
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VP OF SALES

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e: bcutter@nrha.org

Don't Pay More than \$895 For Advertising in a Digital Magazine!

Why Digital Edition Ads Cost Less

In recent industry research, retailers overwhelmingly report they want to receive their trade publications in print. **The *Hardware Retailing* Digital Edition was developed to extend and maximize the reach of the print edition, not replace it.**

In the retail home improvement market, digital trade magazines are only opened by about 20-25 percent of recipients who spend 5-10 minutes reading them.

By comparison, *Hardware Retailing's* Print Edition is read by over 130,000 readers, who spend more than 30 minutes reading it...EVERY MONTH!

Hardware Retailing's Digital Edition Makes it Easier to...

- Drive home messages about your products through embedded videos.
- Download articles and ads.
- Share content through social media.
- Print files.
- Access past issues.

Make no mistake: while there is some interest in digital editions, *Hardware Retailing's* Print Edition reaches more than TWICE THE READERS as its digital counterpart! Ad rates for the digital edition are priced accordingly.

Ad Rates for *Hardware Retailing's* Digital Edition:

Full Page	\$895*
Six consecutive months	\$4,295*
Half Page	\$495*

*Digital only—net price



Digital Ads Take Your Marketing to the Next Level!



Interactive Toolbar

This toolbar makes it simple for our readers to navigate, share, print and search for your ads. This allows advertisers in our print magazine to extend their reach, share information and get in touch with the industry's decision makers.

Live Links Within Your Ad

Hardware Retailing provides a link that leads directly to your website which enables our readers to interact with your advertisement while also finding more information about your products. *Hardware Retailing's* Digital Edition is the perfect place for a video, QR code or additional media in your ad.

Ad Index

Just like in our print edition, this complete ad index gives our readers yet another easy and direct way to access, research and find your products and brand.



Remember: All advertisers in *Hardware Retailing's* Print Edition get their ads in the Digital Edition at no additional cost as part of their total print package! This represents great value to your advertising investment.

Ask Your Sales Manager About Our Digital Suite of Products!

RETAILER SHOWCASE SECTIONS

YEAR-ROUND



Expanded Reach Means Added Value

Just like with our distributor profile sections, these distributor-specific Retailer Showcase Sections will receive additional distribution.

Each Retailer Showcase Section will be reproduced as a standalone electronic magazine and provided to each of the distributors featured for them to utilize in their own promotions.

Additional copies of each Retailer Showcase Section will also be printed and provided to the individual distributors for use at their buying markets.

That means you can advertise in the industry's leading publication at a deeply discounted rate AND receive bonus distribution!

Hardware Retailing's Retailer Showcase Sections Offer A Great Opportunity At A Great Price!

- Special Low Advertising Rates to Participate!
- Timed to Get Your Brand in Front of Retailers Before the Buying Markets!
- Enhanced Distribution of Each Section!
- Helps Show Your Support for Distributors' Top Retail Partners!

Who Doesn't Like to Brag About Their Biggest Success Stories?

In 2015 *Hardware Retailing* will be helping the industry's distributors do just that by featuring special Retailer Showcase Sections that **focus on some of the top retailers from each individual distributor!**

Our teams will once again work closely with **each of the industry's major distribution groups and co-ops** to identify and highlight their customers and members.

For every page of advertising sold in these sections, we will add an additional page of editorial to the distributor's specific Retailer Showcase Section — **this makes your support even more meaningful!**

To Take Advantage of This Opportunity, Contact Your Sales Manager Today!



Regional Sales Managers

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Place your ad in any of the Retailer Showcase Sections we have scheduled in 2015 and take advantage of these outstanding prices!

Full Page \$4,900 net*

Half Page \$2,750 net*

*Ads will be placed in an advertising well within each showcase section.

Showcasing Retailers from Each Major Distributor, Including:



Here's the Schedule for the 2015 Retailer Showcase Sections:

FEBRUARY

Orgill, Inc.

Closing Date: January 2, 2015

SEPTEMBER

True Value

Closing Date: July 31, 2015

MARCH

Ace Hardware

Closing Date: February 2, 2015

OCTOBER

Do it Best

Closing Date: September 1, 2015

AUGUST

Distribution America

Closing Date: July 1, 2015

NOVEMBER

Pro Group

Closing Date: October 1, 2015

Contact Your Regional Sales Manager Today to Take Advantage of This Offer!

SALES TERRITORIES & CONTACT INFORMATION

**Let Us Help You Meet Your Advertising Goals.
Contact Your Regional Sales Manager Today!**

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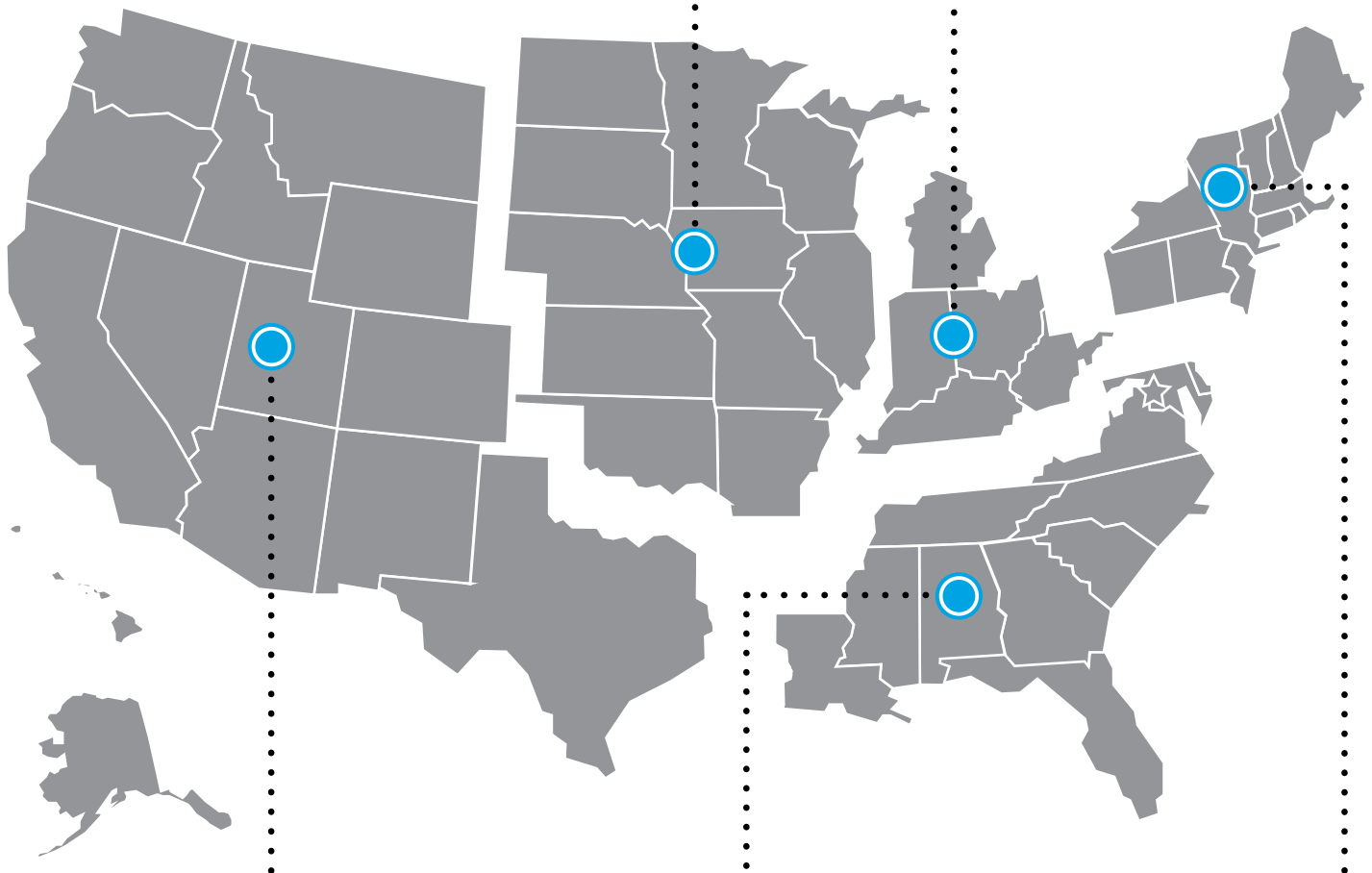
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