

HardwareMagazine.ca

2012 Media Kit

The most informative online
resource for home improvement
retail professionals.

Solutions for home improvement retailers

HARDWARE

MERCHANDISING

Hardware Merchandising's Website

The screenshot shows the website **centremagazine.com** in a Windows Internet Explorer browser. The address bar shows <http://www.centremagazine.com/>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The address bar also shows "centre magazine".

The website header features a navigation menu with the following items: News, Magazine, Subscribe, Multimedia, Products, Event Calendar, Careers/Classifieds, Media Kit, Links, and Contact Us. A search bar is located on the right side of the header, with a "Go" button and a "Search by Topic" dropdown menu.

The main content area is divided into three columns:

- FEATURE STORIES:** A large image of a white door in a room. Below it, the headline reads "World demand for windows & doors to reach \$192 billion in 2015". The text below the headline states: "Global demand for windows and doors is forecast to rise 6.8 per cent per year through 2015 to US\$192 billion, significantly exceeding the pace of growth registered between 2005 and 2010. Gains will be exaggerated by an extremely weak 2010 base...". Below this, another headline reads "Demand for countertops to reach 760 million square feet by 2015" with the subtext "U.S. demand for countertops is forecast to advance 4.8%".
- DAILY NEWS:** Dated "NOVEMBER 4, 2011". It contains three news items:
 - RONA, Calgary Flames Foundation and NHLPA refurbish rink:** "RONA inc., in partnership with The Calgary Flames Foundation for Life and the National Hockey League Players' Association (NHLPA) Goals & Dreams fund, revealed to Mayor Nenshi and to the community, the newly refurbished Whitehorn Community...". Date: Oct 25, 2011 12:38PM.
 - Canadian manufacturing activity picks up:** "Canadian manufacturing activity picked up pace for a third straight month in September, boosted by both output and new orders, offering hope the economy will avert another recession...". Date: Oct 22, 2011 12:33PM.
 - The Home Depot names Teresa Wynn Roseborough Executive Vice President, General Counsel and Corporate Secretary:** Date: Oct 21, 2011 12:32PM.
 - Don Larsen remembered:** Date: Oct 20, 2011 12:30PM.
 - Canada's housing market outperforms on the global stage:** Date: Oct 19, 2011 1:06PM.
- MULTIMEDIA CENTRE:** Contains two video thumbnails:
 - IRLY Building Centres supports Aboriginal Mother Shelter:** Includes a "More Videos" link.
 - RONA 70th anniversary event:** Includes a "More Videos" link.

At the bottom of the browser window, the Windows taskbar is visible, showing the Start button, several open applications (Inbox - Microsoft Outlook, RE: Centre to Hardwar..., centremagazine.co..., C:\Documents and Set..., Microsoft PowerPoint - ...), and the system tray with the time 2:33 PM.

Hardware Merchandising's Website

Our History

After 123 years of magazine publishing , Hardware Merchandising launched HardwareMagazine.ca – our first content rich website.

Through mergers and acquisitions, HardwareMagazine.ca is not only the new home for our magazine, but is also the new home of CentreMagazine.com. We have merged these into one online super portal.

This new website will be launching in December 2011.

Hardware Merchandising's Website

Our Traffic

Over 75,500 page views

Over 26,000 Unique Visitors

59% were new visitors

41% were returning visitors

4% of total site visits were via a mobile or tablet device

Above Data for the period November 3, 2010 to November 3, 2011

Source: Google Analytics

Hardware Merchandising's Website

Advertising Opportunities

Leader Boards

- There is one leader board position (run of site) with five rotating ads/position
- 728 x 90, maximum file size 40k, GIF/JPG/SWF
- \$750/month or \$6,900 for a year (net rates, per position)

Big Box

- There are two big box positions (run of site) with five rotating ads/position
- 300 x 250, maximum file size 40k, GIF/JPG/SWF
- \$600/month or \$5,500 for a year (net rates, per position)

Hardware Merchandising's e-newsletter

Our History

For January 2012 we are merging the existing Centre Magazine and Hardware Merchandising's e-newsletters into a new weekly format.

Our Distribution

Over 11,000 qualified home improvement retail professionals across Canada.

Hardware Merchandising's e-newsletter

Advertising Opportunities

Leader Board

- There is one leader board position per e-newsletter per week
- 728 x 90, maximum file size 40k, GIF/JPG

Big Box

- There are two non-rotating big box positions per e-newsletter per week
- 300 x 250, maximum file size 40k, GIF/JPG

Rates	1x	5x	10x	16x
Leader Board	\$1,000	\$950	\$900	\$850
Big Box	\$875	\$830	\$785	\$740

Net rates per position per e-newsletter

Hardware Merchandising's e-directs

Dedicated E-mail Advertising

Send your exclusive message with HTML links

- Limited availability
- 10,000 distribution available
- Can be distributed on any business day (excluding weekends and holidays)
- Database segmentation available
- 650 x 420, maximum file size 40K, GIF/JPG/PDF, rich media accepted
- Third party served

Rates

1x

Dedicated e-direct

\$3,000 (net CDN)

Contact Us

Sales

Publisher

Stephen (Steve) Dempsey

P: 416-510-6780

sdempsey@bizinfogroup.ca



Senior Account Manager

Gillian Thomas

P: 416-510-6784

gthomas@bizinfogroup.ca



Editorial

Editor

Frank Condron

P: 416-442-5600 x3238

fcondron@bizinfogroup.ca

