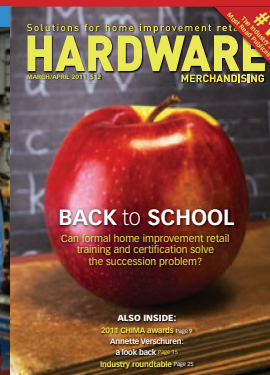


# REACH EVERY HOME IMPROVEMENT RETAIL DECISION-MAKER IN CANADA



Solutions for home improvement retailers

# HARDWARE

MERCHANDISING

MEDIA GUIDE 2012

# The Best Reach

NUMBER ONE REQUESTED MAGAZINE IN THE INDUSTRY!

## High Request Rate

Two thirds (65.2%) of the entire circulation of *Hardware Merchandising* is mailed to recipients and companies that have specifically requested we send them this publication.

**65%**

**REQUEST  
LEVEL**

Average # of readers per copy

**6.6\***

Total calculated readership

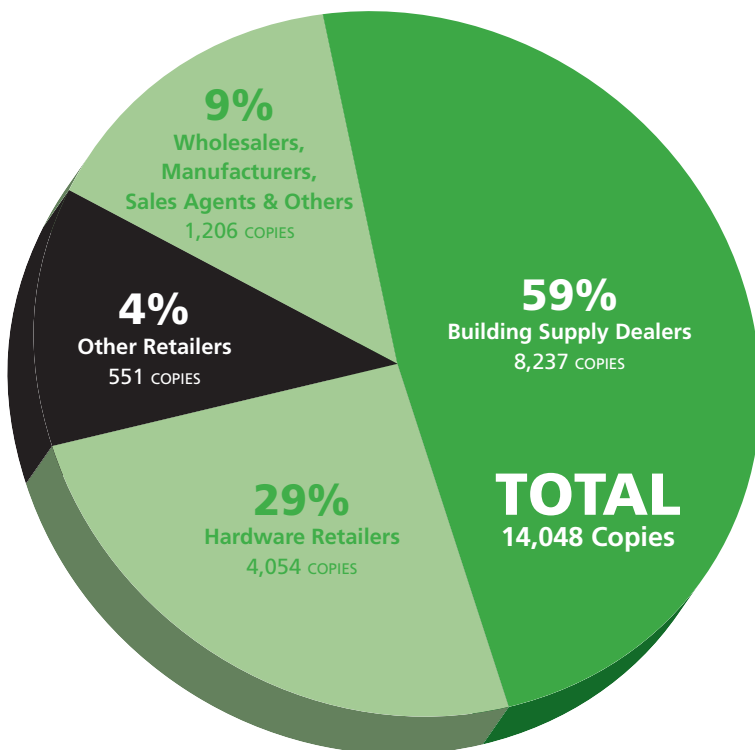
**92,717\***

Visited the website of an advertiser or supplier mentioned in *Hardware Merchandising*

**76%\***

**92.4%**

**ADDRESSED TO INDIVIDUALS BY  
NAME, TITLE AND/OR COMPANY**



## GEOGRAPHICAL BREAKDOWN

Atlantic Canada	1,569	11%
Quebec	2,434	17%
Ontario	5,554	40%
Man & Sask	1,266	9%
Alberta	1,419	10%
B.C.	1,741	12%
NWT, Nunavut, Yukon and outside Canada	65	<1%
<b>Total</b>	<b>14,048</b>	



Audit Bureau of Circulations  
Member

Based on ABC statement June 2011

\*Publisher's own data

# Editorial Calendar

## JAN/FEB, 2012

**RESERVATIONS:** Nov. 28 **MATERIAL DUE:** Dec. 9 **MAIL:** Jan. 9, 2012

**COVER STORY:** Hardware/Home Improvement Benchmarking Survey

### FEATURES

- State of the Industry roundtable—Industry professionals look back on the past year and set the stage for the year to come
- LBMAO & ABSDA show reviews & previews
- New product showcase

## MAR/APR, 2012

**RESERVATIONS:** Jan. 30 **MATERIAL DUE:** Feb. 10 **MAIL:** Mar. 5

**COVER STORY:** Outstanding Retail Award Winner

### FEATURES

- Outdoor living trends for summer
- Materials management—A look at the equipment you need to run an efficient building supply dealership
- New product showcase

## MAY/JUN, 2012

**RESERVATIONS:** Mar. 26 **MATERIAL DUE:** Apr. 6 **MAIL:** May 1

**COVER STORY:** Outstanding Retailer Award Winner

### FEATURES

- Store security—We talk to the experts about how to protect your business from theft, fraud and electronic attack
- New product showcase

## Regular Features

### Retro Hardware

A snapshot of hardware retailing from another era, selected from the 120-year-old archives of *Hardware Merchandising*.

### New Products

Absolutely the best print showcase in Canada for vendors launching new SKUs to both building supply dealers and hardware stores.

### Retail News

A roundup of the most important industry developments affecting Canadian home improvement retailers.

## JUL/AUG, 2012

**RESERVATIONS:** Jun. 4 **MATERIAL DUE:** Jun. 15 **MAIL:** Jul. 13

**COVER STORY:** The Top 100 Report—Our annual overview of the Canadian hardware/home improvement retailing marketplace, complete with company profiles, sales figures, market share data, trends and analysis

### FEATURES

- National Hardware Show Report
- New product showcase

## SEPT/OCT, 2012

**RESERVATIONS:** Aug. 6 **MATERIAL DUE:** Aug. 17 **MAIL:** Sep. 10

**COVER STORY:** Outstanding Retailer Award Winner

### FEATURES

- Tool trends—We talk to the big power tool manufacturers about the new trends in this important contractor and DIY category
- New product showcase

## NOV/DEC, 2012

**RESERVATIONS:** Oct. 8 **MATERIAL DUE:** Oct. 19 **MAIL:** Nov. 9

**COVER STORY:** Outstanding Retailer Awards—Profiles of all the winners from the industry's top annual awards program

### FEATURES

- Home décor—Maximizing this key product segment
- New product showcase

## Q&A

Short, right-to-the-point interviews with Canadian retail entrepreneurs, executives, and association leaders.

## Contractor Sales

Fundamentals of growing a successful lumberyard or building supply dealership serving professional builders and renovators.

## Briefly

Companies are invited to send in announcements regarding new appointments, promotions, retirements, anniversaries and store openings. Our Briefly section keeps readers up to date on people on the move in the industry.

## One Minute Read

A humorous and/or offbeat look at a person, product or recent event in our industry.

# Four Colour Rates (Canadian Dollars, Gross)

	1 TIME	3 TIMES	6 TIMES
Double Page Spread	\$11,410	\$11,070	\$10,700
Full page	\$6,390	\$6,100	\$5,750
2/3 page	\$5,490	\$5,270	\$5,070
1/2 page	\$4,460	\$4,270	\$4,090
1/3 page	\$3,030	\$2,910	\$2,810
1/4 page	\$2,320	\$2,250	\$2,170

## Inserts, Outserts

Quoted upon request



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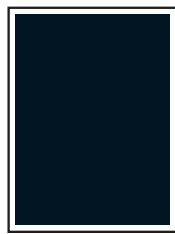
# Ad Sizes & Mechanical Specifications

## Supplied material:

PDF/X-1a or a high resolution PDF with all fonts embedded. PDF/X-1a: 2001 ads can be uploaded to our ftp site. For more information and to receive ftp coordinates, please contact our Production Manager, Barb Vowles: [vowlesb@bizinfogroup.ca](mailto:vowlesb@bizinfogroup.ca) or 416-510-5103. Every attempt is made to verify the supplied file to the supplied proof. However, BIG Publishing does not accept responsibility for material content or colour trapping. Production charges apply to material not to spec or for alterations.



**Full Page (Bleed)**  
8-3/8" x 11-1/4"



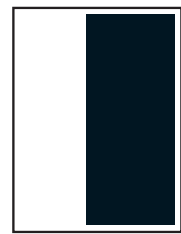
**Full Page (Live Area)**  
7" x 10"



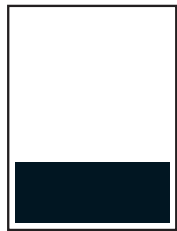
**1/2 Page Island**  
4-5/8" x 7-1/2"



**1/2 Page Horizontal**  
7" x 4-7/8"



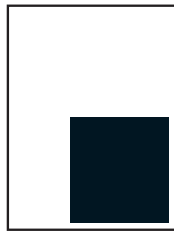
**1/2 Page Vertical**  
3-3/8" x 10"



**1/3 Page Horizontal**  
7" x 3-1/4"



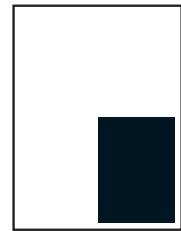
**1/3 Page Vertical**  
2-1/4" x 10"



**1/3 Page Square**  
4-1/2" x 4-7/8"



**1/4 Page Horizontal**  
7" x 2-3/8"



**1/4 Page Square**  
3-3/8" x 4-7/8"

### TRIM

### BLEED

### LIVE AREA

	Width (inches)	Depth (inches)	Width (inches)	Depth (inches)	Width (inches)	Depth (inches)
Double Page Spread	15-3/4"	10-3/4"	16-1/4"	11-1/4"	15"	10"
Full page	7-7/8"	10-3/4"	8-3/8"	11-1/4"	7"	10"
2/3 page	4-5/8"	10"				
1/2 page island	4-5/8"	7-1/2"				
1/2 horizontal	7"	4-7/8"				
1/2 vertical	3-3/8"	10"				
1/3 square	4-1/2"	4-7/8"				
1/3 horizontal	7"	3-1/4"				
1/3 vertical	2-1/4"	10"				
1/4 square	3-3/8"	4-7/8"				
1/4 horizontal	7"	2-3/8"				

Gate fold specifications available upon request