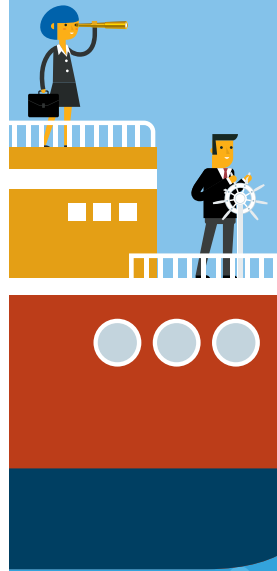
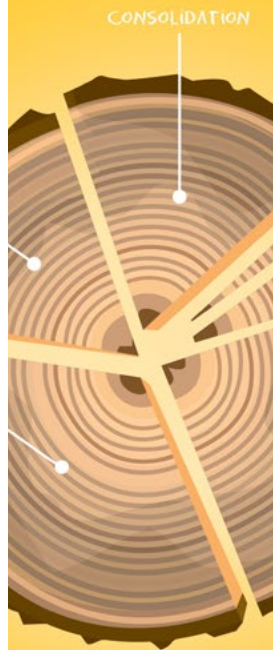


HARDLINES

Connecting the Home Improvement Industry

2017 MEDIA PLANNER





“Hardlines not only remains the premier broadcaster of news relative to the Canadian home improvement industry, it goes beyond by providing context and insight.”

—TERRY DAVIS, CEO, HOME HARDWARE STORES LIMITED

OUR READERSHIP

The Who's Who of home improvement retailing. *Hardlines Home Improvement Quarterly* is sent to our industry's leading retailers, buyers, and head office executives.

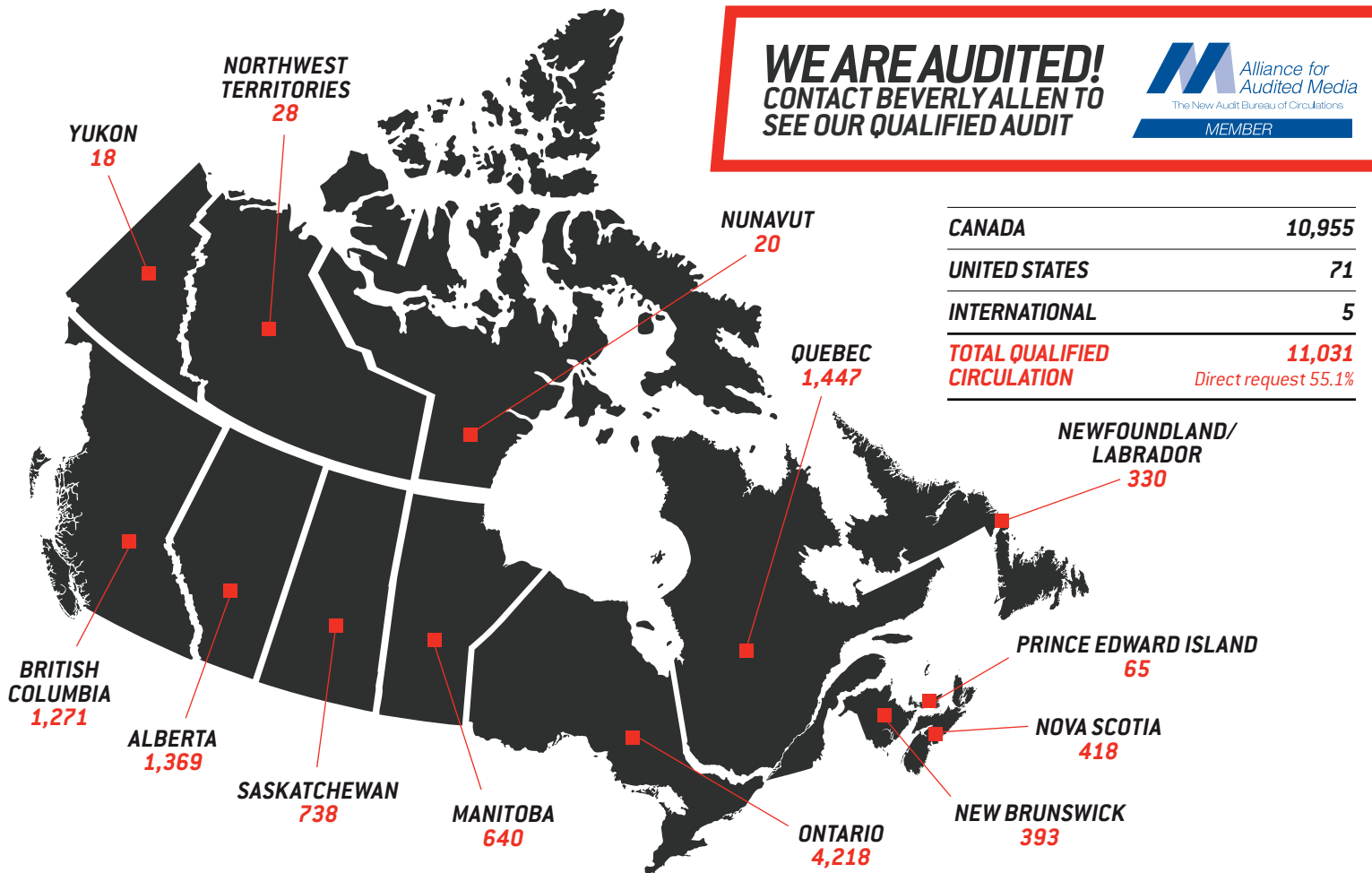
THE INDUSTRY'S DECISION MAKERS

HHIQ reaches the top retailers in all of Canada's home improvement buying groups, retail chains, co-ops, and mass merchant head offices, as well as every dealer across Canada. *HHIQ* is the magazine retailers wait for each quarter and read cover to cover.

Hardlines has enjoyed a long and trusted relationship with the executives, managers, and other decision makers in Canada's home improvement industry for more than 20 years. These individuals are the readers of Canada's newest — and most incisive — trade publication.

BUSINESS/ OCCUPATIONAL ANALYSIS

HARDWARE RETAILERS	4,504
DEPARTMENT & CHAIN STORES (HARDWARE DEPARTMENTS)	1,141
BUILDING SUPPLY DEALERS	4,535
PAINT & WALLPAPER RETAILER	604
OTHERS ALLIED TO THE FIELD <small>(incl. General Stores, Kitchen & Bath Retailers, Home Furnishing Retailers, Government, Associations, etc.)</small>	247
TOTAL QUALIFIED CIRCULATION	11,031





“Hardlines has its finger on the pulse of the home improvement industry. I rely on them for breaking news stories via the weekly Hardlines e-Newsletter and Daily News, as well as more in-depth articles published in the *HHIQ* magazine.”

—MARTHA KONANTZ, NORTH AMERICAN LUMBER

2017 EDITORIAL SCHEDULE

FIRST QUARTER	SECOND QUARTER	THIRD QUARTER	FOURTH QUARTER
FEATURING: <ul style="list-style-type: none"> • Winning the retail war: Spotlight on ORA winners • Conference report • Agencies of today • Regional spotlight on Quebec 	FEATURING: <ul style="list-style-type: none"> • Emerging categories • Ecommerce • Where retailers are spending their money • Regional spotlight on the West 	FEATURING: <ul style="list-style-type: none"> • Top 20 • Buying Group Report and Org Chart • What's big in small stores • Regional spotlight on the Atlantic 	FEATURING: <ul style="list-style-type: none"> • Exploring the category of maintenance, repairs, and operations • Industry Leaders forecast 2018 • Merchandising update • Regional spotlight on Ontario
MAIL DATE: JANUARY 3, 2017	MAIL DATE: MARCH 31, 2017	MAIL DATE: JULY 7, 2017	MAIL DATE: OCTOBER 10, 2017
SPACE CLOSE: NOVEMBER 24, 2016	SPACE CLOSE: FEBRUARY 23, 2017	SPACE CLOSE: JUNE 1, 2017	SPACE CLOSE: AUGUST 31, 2017
MATERIAL CLOSE: DECEMBER 7, 2016	MATERIAL CLOSE: MARCH 8, 2017	MATERIAL CLOSE: JUNE 14, 2017	MATERIAL CLOSE: SEPTEMBER 13, 2017

2017 AD RATES 4-COLOUR AD RATES

Ad Size	1x	2x	3x	4x
DPS	\$10,400	\$10,200	\$10,000	\$9,600
Full page	\$5,800	\$5,650	\$5,500	\$5,200
Half page	\$4,000	\$3,900	\$3,800	\$3,650
Third page	\$3,200	\$3,125	\$3,050	\$2,900
Quarter page	\$2,100	\$2,050	\$2,000	\$1,940

PREMIUM POSITIONS:

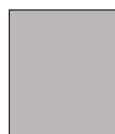
- Outside Back Cover add 20%
- Inside Back Cover add 10%
- Inside Front Cover add 15%
- Insert/Outsert rates available upon request

PRINT AD SPECS (WIDTH x HEIGHT)



DOUBLE PAGE SPREAD

Trim Size: 18" x 10.875"
 With Bleed: 18.25" x 11.125"
 Type Safety: 17" x 9.875"
 Non-Bleed Size: 17" x 9.875"



FULL PAGE

Trim Size: 9" x 10.875"
 With Bleed: 9.25" x 11.125"
 Type Safety: 8" x 9.875"
 Non-Bleed Size: 8" x 9.875"



HALF PAGE HORIZONTAL

Non-Bleed Size: 7.75" x 5"



HALF PAGE ISLAND

Non-Bleed Size: 5" x 7.75"

QUARTER PAGE SQUARE

Non-Bleed Size: 3.75" x 5"

QUARTER PAGE HORIZONTAL

Non-Bleed Size: 7.75" x 2.5"

THIRD PAGE VERTICAL

Non-Bleed Size: 2.375" x 9.625"

THIRD PAGE HORIZONTAL

Non-Bleed Size: 7.75" x 3.75"



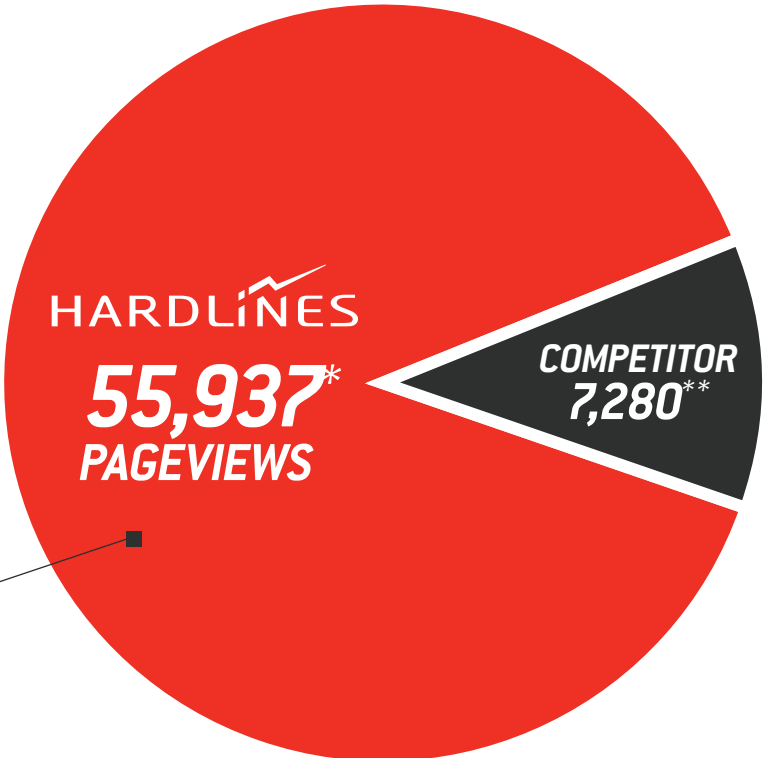
www.hardlines.ca

THE BEST STATS IN THE INDUSTRY!

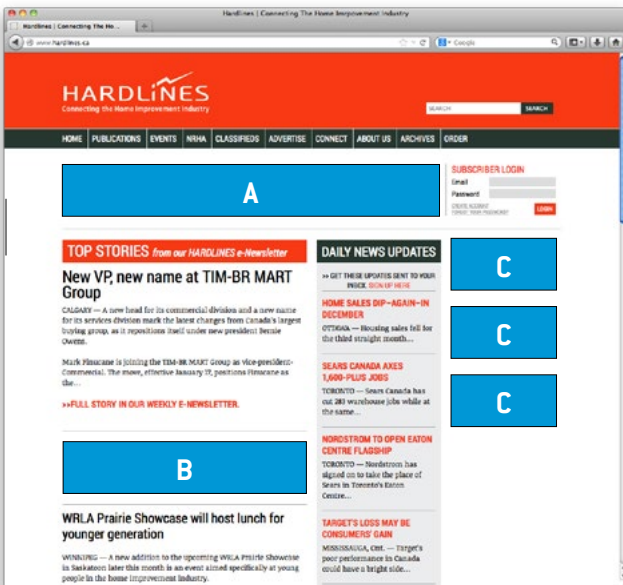
NEARLY 60% OF USERS ARE RETURNING VISITORS WHICH MEANS THEY KEEP COMING BACK!
OVER 80% ARE CANADIAN USERS!

*Monthly average from January 1, 2016 to June 30, 2016.

**Source: Competitors media kits



HARDLINES.CA WEBSITE



ONLINE AD SPECS

- Banner A: 728 x 100
- Banner B: 470 x 100
- Banner C: 200 x 129
- Banner D: 420 x 90
- Banner E: 200 x 75
- Banner F: 400 x 100
- Banner G: 290 x 100
- Banner H: 590 x 100

All banners link to the website of your choice. Web banners appear in 8 second intervals and rotate top to bottom randomly. GIF images must be under 8 seconds. Artwork must be provided at least 5 days before go live date. Third party code embedding is available at no extra charge. Submit online ad files to kate@hardlines.ca.

WEBSITE RATES

LOCATION		1 WEEK	1 MONTH	6 MONTHS	1 YEAR
A	Leaderboard	\$650	\$2,500		
B	Middle Banner	\$575	\$1,900	\$1,625/month (\$9,750/6 months)	\$1,150/month (\$13,800/year)
C	Side Banner		\$385	\$345/month (\$2,070/6 months)	\$299/month (\$3,588/year)



“HARDLINES serves as a beacon in numerous ways that are important for us to navigate the complex and the ever-evolving building material and construction sector. HARDLINES has risen to be the ‘first choice’ and ‘best choice’ of the available information sources with accuracy and validation.”

—GREG DROUILLARD, TARGET SUPPLY

www.hardlines.ca

11,000* WEEKLY READERS FROM ACROSS THE INDUSTRY
AVERAGE OPEN RATE OF 53%

*Estimated pass-along rate

NEWSLETTER RATES

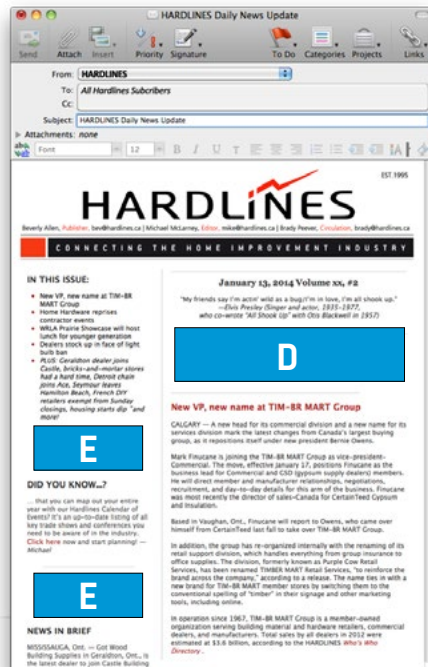
	LOCATION	1 WEEK	1 MONTH	6 MONTHS	1 YEAR
D	News Leaderboard	\$575	\$1,895	\$1,575/month (\$9,450/6 months)	\$1,100/month (\$13,200/year)
E	Small News Banner	\$265	\$845	\$785/month (\$4,710/6 months)	\$725/month (\$8,700/year)

EMAIL RATES

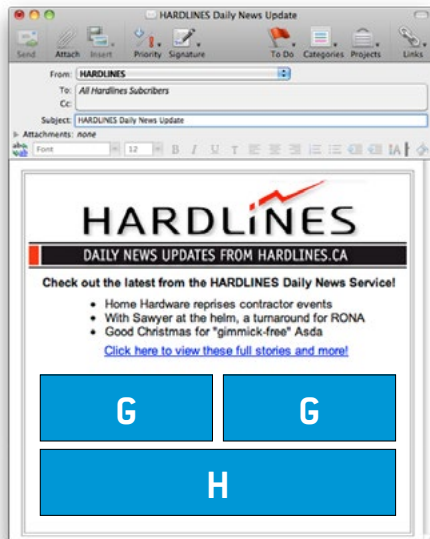
	LOCATION	1 WEEK	1 MONTH	6 MONTHS	1 YEAR
F	Breaking News Banner		\$675	\$585/month (\$3,510/6 months)	\$540/month (\$6,480/year)
G	Daily News Box	\$155	\$565	\$520/month (\$3,120/6 months)	\$475/month (\$5,700/year)
H	Daily News Banner	250	\$775	\$650/month (\$3,900/6 months)	\$550/month (\$6,600/year)

SENT TO 3,000+ OPTED-IN EMAIL ADDRESSES*

E-NEWSLETTER



DAILY NEWS



BREAKING NEWS



*CASL-compliant email addresses

2017 SPONSORSHIP OPPORTUNITIES

14
NOV

**OUTSTANDING RETAILERS
BANQUET AND AWARDS**
NOVEMBER 14, 2017 • \$12,000

- ✓ Presentation of one of seven Outstanding Retailer Awards
- ✓ Logo recognition in award video
- ✓ Article in *Hardlines Home Improvement Quarterly* on the ORA winners with photo of your representative and award winner.
- ✓ Article in Hardlines e-newsletter on the ORA winners with photo of your representative and the award winner
- ✓ Four attendees at the ORA Gala Dinner and Awards Ceremony
- ✓ Full-page ad in *HHIQ*
- ✓ Service/Product Display: designated high traffic area at the Conference to display promotional materials
- ✓ Four attendees at both days of the Hardlines Executive Conference
- ✓ Company overview, up to 100 words, in special sponsor section of the Hardlines Conference Brochure
- ✓ Your logo in issues of the Hardlines weekly e-newsletter hyperlinked to URL of your designation for six months
- ✓ Online marketing on the Hardlines website main page for six months
- ✓ Follow up publicity with your logo in Hardlines, *HHIQ* and press releases to the North American trade press



WHAT ARE THE ORAS?

The Outstanding Retail Awards are the industry's only independent awards program dedicated to celebrating the achievements of hardware, home improvement, and building supply dealers in Canada. Launched in 1992, over the last 24 years, it has honoured more than 140 retailers.

The awards ceremony takes place each year during the Hardlines Conference and recognizes independent Canadian hardware retailers in the categories of Best Hardware Store, Best Building Supply/Home Centre (both over and under 15,000 square feet), Young Retailer Award, Marc Robichaud Community Leader, Best Large Surface Retailer, and Best Contractor Specialist Store.

www.oras.ca

25
FEB

**CANADA NIGHT AT THE
ORGILL SPRING MARKET**
FEBRUARY 16, 2017 • NEW ORLEANS

26
APRIL

**BREAKFAST WITH
THE BUYERS**
APRIL 26, 2017 • TORONTO

21
JUNE

**RETAIL CONDITIONS
FORUM**
JUNE 21, 2017 • TORONTO

24
AUG

**CANADA NIGHT AT THE
ORGILL FALL MARKET**
AUGUST 24, 2017 • BOSTON



“ Through its varied roster of speakers, the Hardlines Conference does a great job of combining market information, industry updates, and cutting-edge ideas from retail leaders from across the globe. ”

—STEVE BUCKLE, PRESIDENT, SEXTON GROUP

2017 SPONSORSHIP OPPORTUNITIES

22ND ANNUAL HARDLINES CONFERENCE NOVEMBER 14-15, 2017 • NIAGARA FALLS, ONT.

	KEY \$11,500	MAJOR \$6,950	SUPPORTING \$3,750
Attendees at the ORA Gala Dinner and Awards Ceremony.	2		
Ad in <i>Hardlines Home Improvement Quarterly</i> magazine.	Full-page		
Introduction by your representative of a major Conference speaker.	✓		
Service/Product Display: designated high traffic area at the Conference to display promotional materials.	✓		
Attendees at both days of the Hardlines Executive Conference.	3	2	1
Company overview, up to 100 words, in special sponsor section of the Hardlines Conference Brochure.	✓	✓	✓
Your logo in issues of the Hardlines weekly e-newsletter hyperlinked to URL of your designation.	3 months	2 months	1 month
Online marketing on the Hardlines website main page.	3 months	2 months	1 month
Follow up publicity with your logo in <i>Hardlines</i> , <i>HHIQ</i> and press releases to the North American trade press.	✓	✓	✓

www.hardlinesconference.ca

HARDLINES

Connecting the Home Improvement Industry

528 Queen Street East, Toronto, ON M5A 1V2 • 416-489-3396

www.hardlines.ca

PUBLISHING & SALES

Beverly Allen

Publisher

647-880-4589

bev@hardlines.ca

David Chestnut

VP Business Development

416-725-7992

david@hardlines.ca

EDITORIAL

Michael McLarney

Editor & President

647-209-5663

mike@hardlines.ca

Sigrid Forberg

Managing Editor

sigrid@hardlines.ca

John Caulfield, Geoffrey McLarney

Rob Wilbrink, Bill Wilson

Contributing Writers

MARKETING, ACCOUNTING & DESIGN

Katherine Yager

Marketing Director

kate@hardlines.ca

Margaret Wulff

Accounting

margaret@hardlines.ca

Shawn Samson

Design & Production

shawn@twocreative.ca