

2018 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 | 4,618 |
| DEPARTMENT & CHAIN STORES (HARDWARE DEPARTMENTS) | 1,083 |
| BUILDING SUPPLY DEALERS | 4,470 |
| PAINT & WALLPAPER RETAILER | 613 |
| OTHERS ALLIED TO THE FIELD <small>(incl. General Stores, Kitchen & Bath Retailers, Home Furnishing Retailers, Government, Associations, etc.)</small> | 220 |
| TOTAL QUALIFIED CIRCULATION | 11,004 |





“Even if I don’t have time when it arrives, I always tuck away my *HHIQ* magazine to read later. It’s jam-packed with useful industry info and advice that I never want to miss! In fact, I usually keep a notebook beside me to jot down ideas as I read!”

—JILLIAN SEXTON, OWNER OF THREE TIMBER MART STORES

2018 EDITORIAL SCHEDULE

| FIRST QUARTER | SECOND QUARTER | THIRD QUARTER | FOURTH QUARTER |
|---|---|---|---|
| <p><i>Winning the retail war: Spotlight on ORA winners</i></p> <p>FEATURING:</p> <ul style="list-style-type: none"> • Conference report • Regional spotlight <p>MAIL DATE: JANUARY 8, 2018</p> <p>SPACE CLOSE: NOVEMBER 23, 2017</p> <p>MATERIAL CLOSE: DECEMBER 13, 2018</p> | <p><i>Bricks and clicks: navigating the omnichannel approach</i></p> <p>FEATURING:</p> <ul style="list-style-type: none"> • What’s big in small stores • Retail trends: reporting from the front lines <p>MAIL DATE: MARCH 30, 2018</p> <p>SPACE CLOSE: FEBRUARY 23, 2018</p> <p>MATERIAL CLOSE: MARCH 11, 2018</p> | <p><i>Canada’s Top 20 home improvement retailers</i></p> <p>FEATURING:</p> <ul style="list-style-type: none"> • Buying group report and org chart • Industry game changers <p>MAIL DATE: JULY 6, 2018</p> <p>SPACE CLOSE: JUNE 4, 2018</p> <p>MATERIAL CLOSE: JUNE 18, 2018</p> | <p><i>Industry leaders’ forecast 2019</i></p> <p>FEATURING:</p> <ul style="list-style-type: none"> • Selling to the urban market • Exploring the smarthome category <p>MAIL DATE: OCTOBER 9, 2018</p> <p>SPACE CLOSE: AUGUST 31, 2018</p> <p>MATERIAL CLOSE: SEPTEMBER 14, 2018</p> |

2018 AD RATES 4-COLOUR AD RATES

| Ad Size | 1x | 2x | 3x | 4x |
|--------------|----------|----------|----------|---------|
| DPS | \$10,900 | \$10,600 | \$10,300 | \$9,900 |
| Full page | \$6,000 | \$5,850 | \$5,700 | \$5,400 |
| Half page | \$4,200 | \$4,075 | \$3,925 | \$3,750 |
| Third page | \$3,350 | \$3,250 | \$3,150 | \$3,000 |
| Quarter page | \$2,200 | \$2,150 | \$2,100 | \$2,000 |

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"



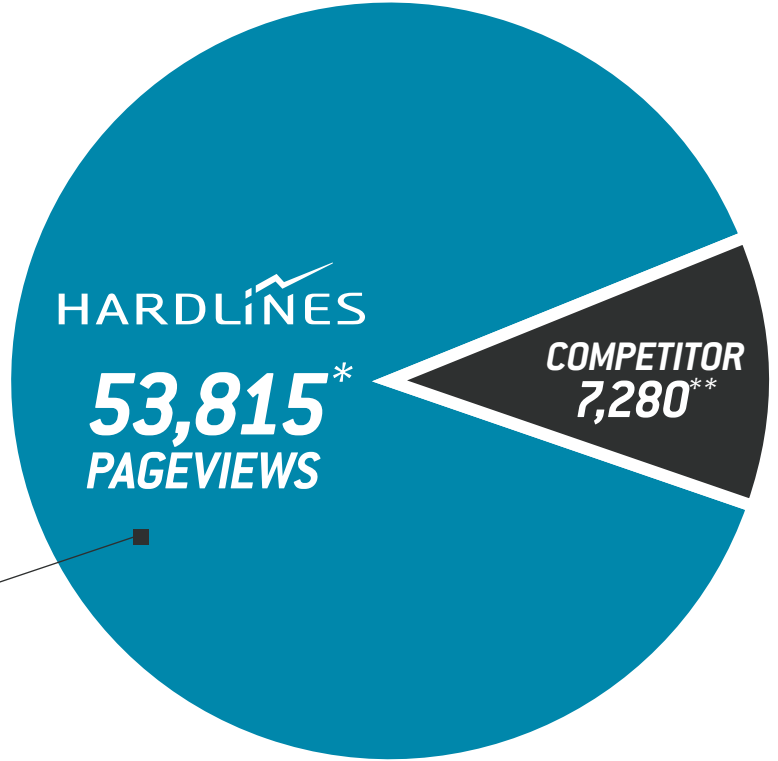
www.hardlines.ca

THE BEST STATS IN THE INDUSTRY!

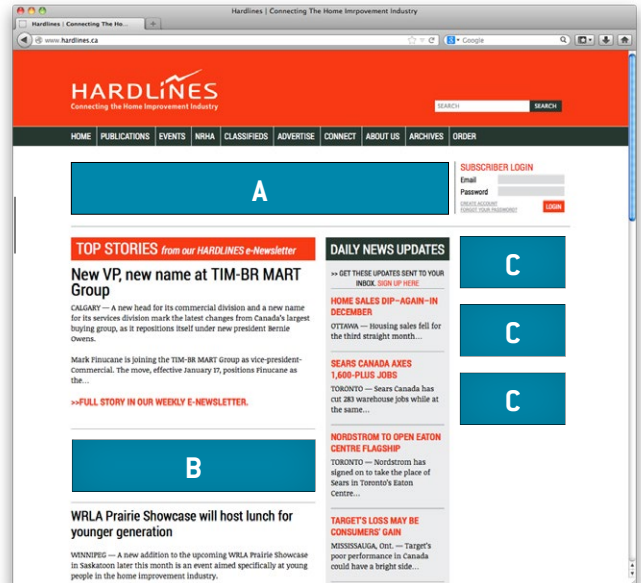
**OVER 60% OF USERS ARE RETURNING VISITORS WHICH MEANS THEY KEEP COMING BACK!
OVER 80% ARE CANADIAN USERS!**

*Monthly average from January 1, 2017 to June 30, 2017.

**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 | \$680 | \$2,625 | \$2,500/month (\$15,000/6 months) | \$2,300/month (\$27,600/year) |
| B | Middle Banner | \$600 | \$1,995 | \$1,700/month (\$10,200/6 months) | \$1,300/month (\$15,600/year) |
| C | Side Banner | | \$415 | \$365/month (\$2,190/6 months) | \$315/month (\$3,780/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 58%

*Estimated pass-along rate

NEWSLETTER RATES

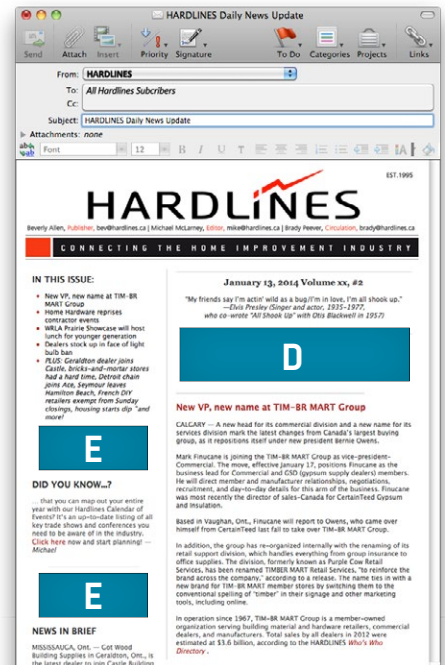
| | LOCATION | 1 WEEK | 1 MONTH | 6 MONTHS | 1 YEAR |
|---|-------------------|--------|---------|-------------------------------------|----------------------------------|
| D | News Leaderboard | \$600 | \$1,975 | \$1,650/month (\$9,900/6 months) | \$1,150/month (\$13,800/year) |
| E | Small News Banner | \$275 | \$880 | \$825/month (\$4,950/6 months) | \$760/month (\$9,120/year) |

EMAIL RATES

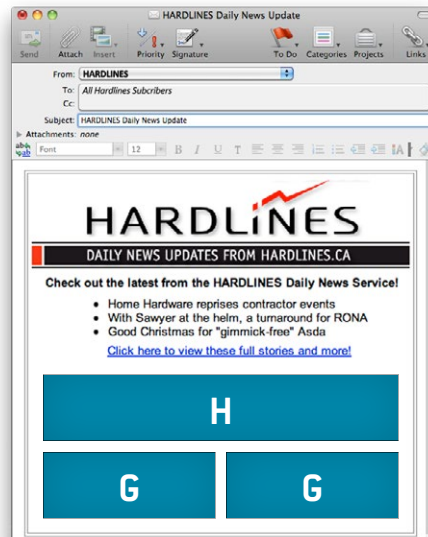
| | LOCATION | 1 WEEK | 1 MONTH | 6 MONTHS | 1 YEAR |
|---|----------------------|--------|---------|-----------------------------------|-------------------------------|
| F | Breaking News Banner | | \$710 | \$615/month (\$3,690/6 months) | \$565/month (\$6,780/year) |
| G | Daily News Box | \$200 | \$700 | \$630/month (\$3,780/6 months) | \$560/month (\$6,720/year) |
| H | Daily News Banner | \$265 | \$845 | \$785/month (\$4,710/6 months) | \$725/month (\$8,700/year) |

SENT TO 2,200+ OPTED-IN EMAIL ADDRESSES*

E-NEWSLETTER



DAILY NEWS



BREAKING NEWS



*CASL-compliant email addresses



“ We have always been recognized as a caring store and being recognized by [the ORAs] made a big statement to verify this. [Hardlines] as an organization works very hard to assist independent retailers. ”

—JOHN LOCKE, ORILLIA HOME HARDWARE BUILDING CENTRE

2018 SPONSORSHIP OPPORTUNITIES



**OUTSTANDING RETAILERS
BANQUET AND AWARDS**
NOVEMBER 13, 2018 • \$12,500

- ✓ 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 Annual 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 25 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



**CANADA NIGHT
AT THE ORGILL
SPRING MARKET**
FEBRUARY 22, 2018
ORLANDO



**BREAKFAST
WITH THE
BUYERS**
APRIL 28, 2018
TORONTO



**CANADA NIGHT
AT THE ORGILL
FALL MARKET**
AUGUST 23, 2018
LAS VEGAS



“ 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

2018 SPONSORSHIP OPPORTUNITIES

23RD ANNUAL HARDLINES CONFERENCE NOVEMBER 13-14 • NIAGARA FALLS, ONT.

| | KEY \$12,000 | MAJOR \$7,500 | SUPPORTING \$4,000 |
|--|-----------------|------------------|-----------------------|
| 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

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