

# HARDLINES **25** YEARS

Connecting the Home Improvement Industry since 1995



## Connecting the Home Improvement Industry

2020 MEDIA PLANNER

[www.hardlines.ca](http://www.hardlines.ca)

# Connecting the Home Improvement Industry



## Who is Hardlines?

Hardlines was founded in 1995 with the goal of connecting the home improvement industry. We've spent the better part of 25 years cultivating sources, researching the industry and interviewing its top players. We have the news and intelligence that you need to be more successful.



## Who is our audience?

In print, online or in person, our variety of publications and events reach all corners of the retail industry and our readers are the most up-to-date and best-connected leaders in their area of home improvement. Working with Hardlines offers advertisers and sponsors a plethora of channels to communicate your targeted messaging—whether you're looking to reach 11,000 of Canada's home improvement retail owners and managers, or 1,000 of the top executives in the industry.

**92%** of our readers would recommend  
our products to a friend or colleague.

*Hardlines survey, June 2019*



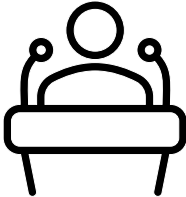
# Integrated Marketing Approach

**For two-and-a-half decades**, Hardlines has focused on building connections and relationships with industry insiders. We're known as the go-to for information and insights connecting to this industry through these three touchpoints.



## Publications

With our website, our Daily News email sends, our print publication, *HHIQ*, and our two newsletters, *Hardlines* and *Hardlines Dealer News*, we have a perfectly curated audience for your advertising materials.



## Events

Our Hardlines Conference, Outstanding Retailer Awards, Meet the Buyers and Canada Night at the Orgill Market events give you an opportunity to get face-to-face with your target clientele that no one else can offer.



## Hardlines.ca

This is where all our worlds collide and everyone gathers for more news, industry information and events. We are very proud to have above average stats for all industries and the highest of all our competitors. This includes visitors, page views, session length and organic traffic.



## Hardlines Home Improvement Quarterly Magazine

The industry's top print publication for Canadian home improvement retailers, this magazine mails to 11,000 dealers and managers across the country. Each issue is filled with features on the latest trends shaping home improvement retailing, strategic intelligence on the industry's top retailers and suppliers and stories about the independent dealers who are winning in their local markets.

### Our Readership

The who's who of home improvement retailing. *HHIQ* 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 25 years. These individuals are the readers of Canada's freshest—and most incisive—trade publication.

## Business/ Occupational Analysis

Hardware Retailers	4,788
Building Supply Dealers	4,465
Department & Chain Stores (Hardware Departments)	966
Paint & Wallpaper Retailer	574

**Others Allied to the Field 214**  
(incl. General Stores, Kitchen & Bath Retailers, Home Furnishing Retailers, Government, Associations, etc.)

**Total Qualified Circulation 11,007**

## Internationally

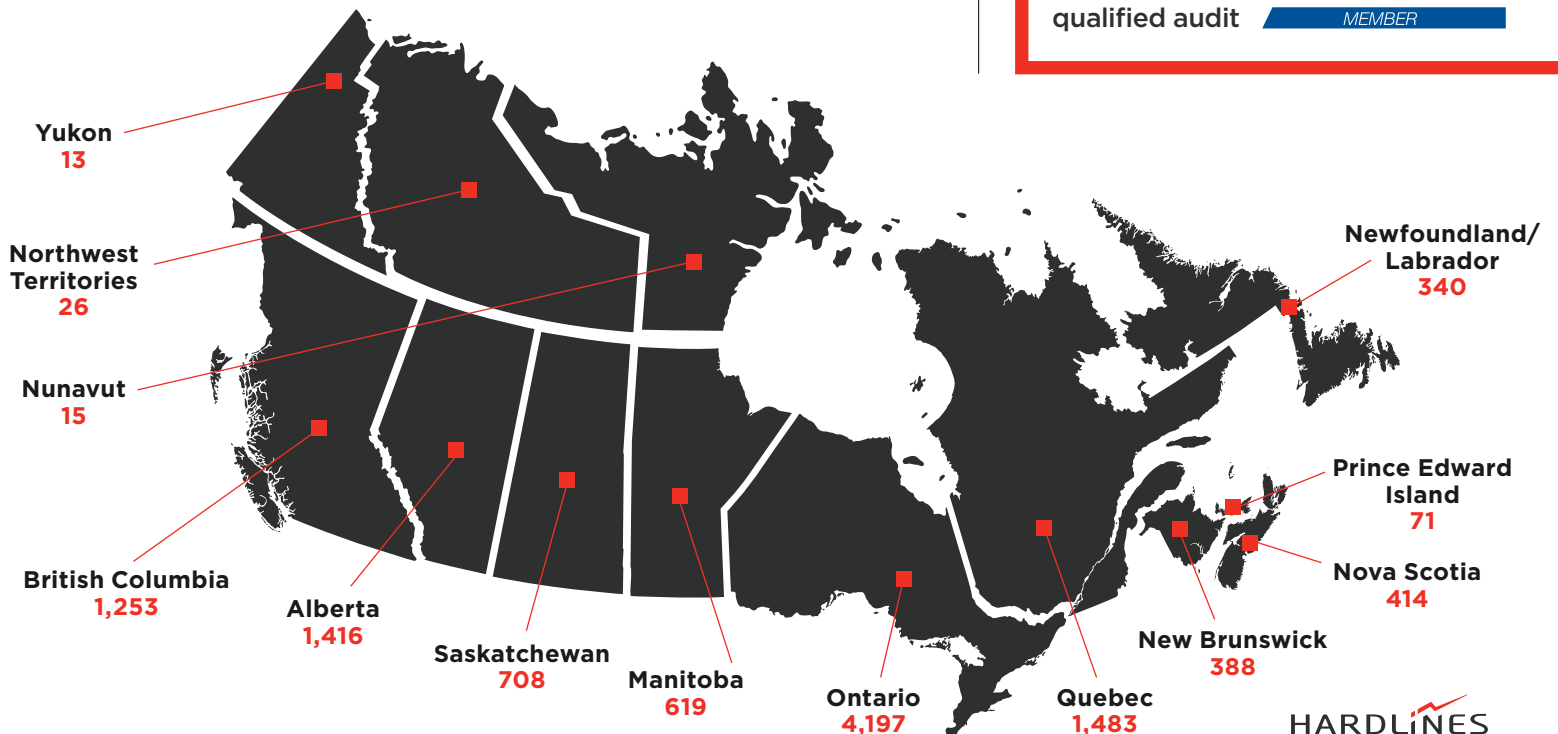
Canada	10,943
United States	61
International	3

**Total Qualified Circulation 11,007**  
Direct request 59.7%

June 2019 Preliminary Circulation Statistics

## We're audited!

Contact David Chestnut to see our qualified audit





“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

## 2020 Editorial Schedule

First Quarter	Second Quarter	Third Quarter	Fourth Quarter
<p><b>Winning the retail war: Spotlight on ORA winners</b></p> <p><b>FEATURING:</b></p> <ul style="list-style-type: none"> <li>Highlights from the Hardlines Conference</li> <li>Planning for succession planning</li> </ul> <p><b>SPACE CLOSE:</b> <b>November 27, 2019</b></p> <p><b>MATERIAL CLOSE:</b> <b>December 6, 2019</b></p> <p><b>MAIL DATE:</b> <b>January 10, 2020</b></p>	<p><b>It’s all about the experience</b></p> <p><b>FEATURING:</b></p> <ul style="list-style-type: none"> <li>It’s all relative: managing your family members</li> <li>Retail trends: home beautification</li> </ul> <p><b>SPACE CLOSE:</b> <b>February 7, 2020</b></p> <p><b>MATERIAL CLOSE:</b> <b>March 6, 2020</b></p> <p><b>MAIL DATE:</b> <b>April 3, 2020</b></p>	<p><b>Canada’s top home improvement retailers</b></p> <p><b>FEATURING:</b></p> <ul style="list-style-type: none"> <li>Buying group report and org chart</li> <li>Integrating your online and in-store experience</li> </ul> <p><b>SPACE CLOSE:</b> <b>May 13, 2020</b></p> <p><b>MATERIAL CLOSE:</b> <b>June 5, 2020</b></p> <p><b>MAIL DATE:</b> <b>July 10, 2020</b></p>	<p><b>The future of home improvement</b></p> <p><b>FEATURING:</b></p> <ul style="list-style-type: none"> <li>Outdoor living trends</li> <li>Industry leaders’ forecast 2021</li> </ul> <p><b>SPACE CLOSE:</b> <b>August 11, 2020</b></p> <p><b>MATERIAL CLOSE:</b> <b>August 25, 2020</b></p> <p><b>MAIL DATE:</b> <b>September 25, 2020</b></p>

## 2020 Ad Rates 4-COLOUR AD RATES

Ad Size	1x	2x	3x	4x
DPS	\$11,900	\$11,550	\$11,200	\$10,600
Full page	\$6,550	\$6,350	\$6,140	\$5,720
Half page	\$4,590	\$4,450	\$4,325	\$4,000
Third page	\$3,660	\$3,555	\$3,430	\$3,120
Quarter page	\$2,400	\$2,360	\$2,290	\$2,185

### Premium Positions

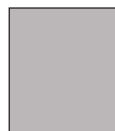
- Outside back cover add 20%
- Inside back cover add 10%
- Inside front cover add 15%
- Insert/outsert rates available upon request

## Print Ad Sizes (WIDTH X HEIGHT)



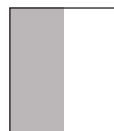
### Double Page Spread

**Trim Size:**  
18" x 10.875"  
**With Bleed:**  
18.25" x 11.125"  
**Type Safety:**  
17.5" x 10.375"



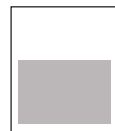
### Full Page

**Trim Size:**  
9" x 10.875"  
**With Bleed:**  
9.25" x 11.125"  
**Type Safety:**  
8.5" x 10.375"  
**Non-Bleed Size:**  
8.5" x 10.375"



### Half Page Vertical

**Trim Size:**  
4.375" x 10.875"  
**With Bleed:**  
4.625" x 11.125"  
**Type Safety:**  
3.875" x 10.375"  
**Non-Bleed Size:**  
3.875" x 10.375"



### Half Page Horizontal

**Non-Bleed Size:**  
8" x 4.75"



### 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:** 8" x 2.5"

### Third Page Vertical

**Non-Bleed Size:** 2.375" x 10.375"

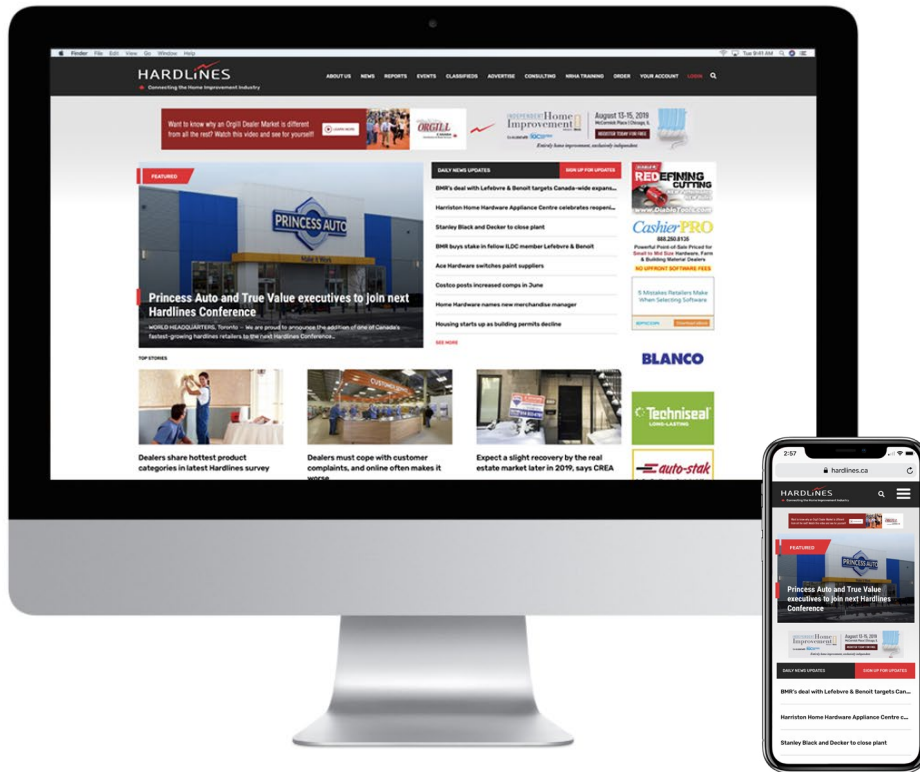
### Third Page Horizontal

**Non-Bleed Size:** 8" x 3.75"



# Hardlines.ca

**Our website is the hub** for everything going on in the industry, including events, subscription renewals, news and reporting. It's another great way to touch base with your target market.



**22,303**  
Monthly Page Views



**1:14**  
Average Session



**67%**  
Canadians &  
**26%** Americans



**83%**  
New Users

*Hardlines.ca monthly average January 1, 2019 to May 31, 2019.*





www.hardlines.ca

# Advertise on **hardlines.ca**

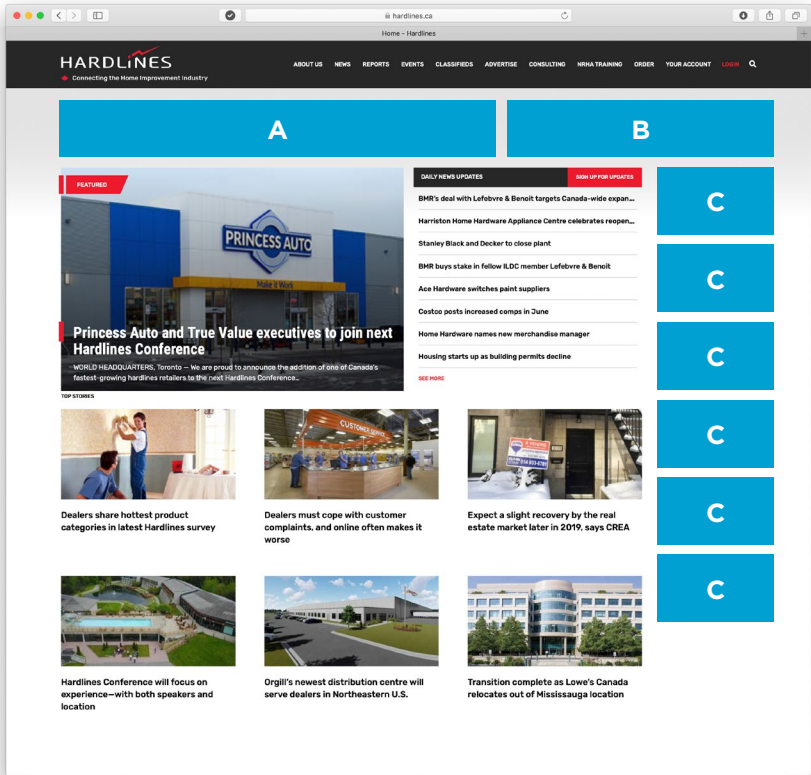
From the latest news updates and a complete industry calendar to event registration and subscription renewals, our website is the hub for everything going on in the Canadian retail home improvement industry.

## Digital Ad Specs

- Banner A:** 728 x 100
- Banner B:** 470 x 100
- Banner C:** 200 x 129
- Banner D:** 690 x 100
- Banner D1:** 450 x 100
- Banner D2:** 450 x 100
- Banner E:** 200 x 75
- Banner F:** 400 x 100
- Banner G:** 290 x 100
- Banner H:** 590 x 100
- Banner J:** 420 x 90
- Banner K:** 420 x 90
- Banner L:** 420 x 90
- Banner M:** 200 x 75
- Banner N:** 200 x 75
- Banner O:** 200 x 75

All banners link to the website of your choice. Web banners appear in eight second intervals and rotate top to bottom randomly. GIF images must be under eight seconds. Artwork must be provided at least five days before go live date. Third-party code embedding is available at no extra charge.

Submit online ad files to [michelle@hardlines.ca](mailto:michelle@hardlines.ca) 

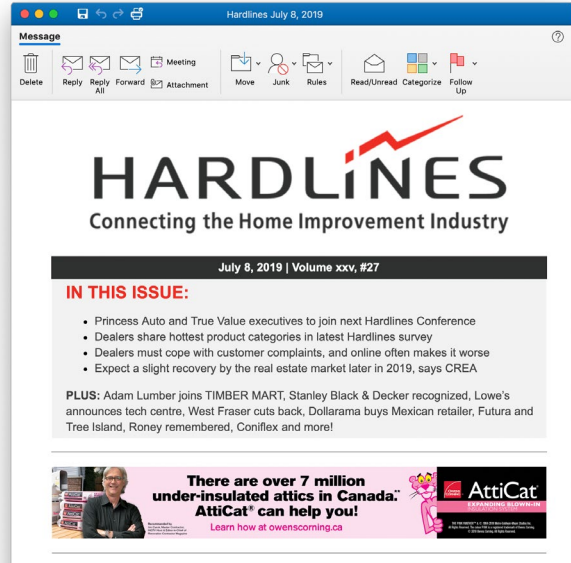


## Website Rates

	Location	Size	1 Month	6 Months	1 Year
<b>A</b>	<b>Large Leaderboard</b>	728 x 100	\$3,000	\$16,850	\$31,200
<b>B</b>	<b>Small Leaderboard</b>	470 x 100	\$2,280	\$12,810	\$17,850
<b>C</b>	<b>Side Banner</b>	200 x 129	\$470	\$2,500	\$4,315



# Newsletters



Every email Hardlines sends out adds value to the industry.

## Daily News

A free daily roundup of the news impacting the home improvement industry, store openings, appointment announcements and event coverage.

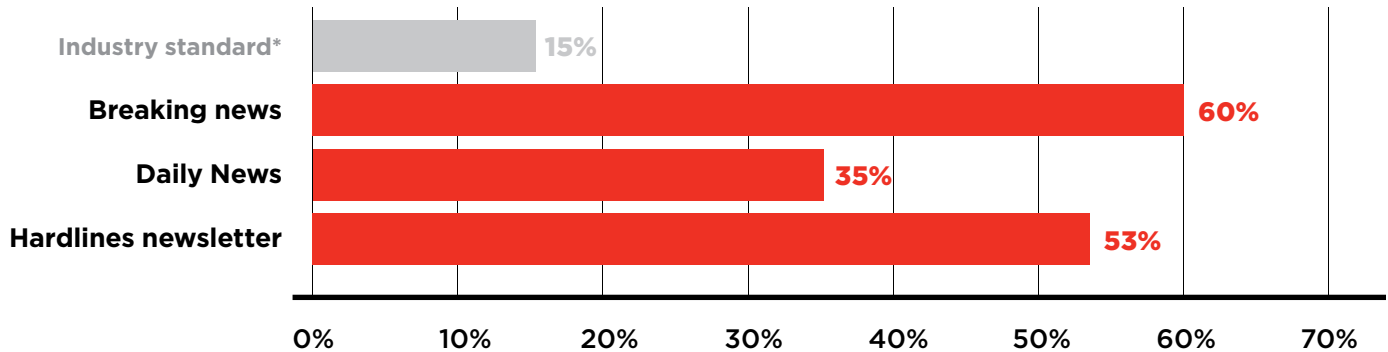
## Hardlines weekly newsletter

Our keystone product and the only weekly Canadian source for industry intelligence. This newsletter goes out first thing every Monday morning. Packed with the latest news, trends analysis, interviews with industry leaders and statistics on housing and retail, we ensure our subscribers start the week fully informed. A subscription also guarantees readers front-of-the-line access to all our events, discounts on our products and services and breaking news sends before everyone else.

## Hardlines Dealer News monthly newsletter

Our newest publication, *Hardlines Dealer News* is targeted squarely at store owners and managers. A free monthly send, it's packed with news, tips, insights and concrete ideas for dealers and store managers who want to run their businesses at maximum efficiency.

## Open rates for our newsletters



\*Stat from Constant Contact, June 2019.





“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

## Hardlines Weekly Newsletter rates

	Location	Size	1 Month	6 months	1 year
D	News Leaderboard	690 x 100	\$2,257	\$11,326	\$15,787
D1	Large Top Banner	450 x 100	\$1,500	\$4,500	\$7,995
D2	Large Middle Banner	450 x 100	\$1,250	\$4,000	\$6,500
E	Small News Banner	200 x 75	\$1,000	\$2,500	\$4,995

## Daily & Breaking rates

	Location	Size	1 Month	6 months	1 year
F	Breaking News Banner	400 x 100	\$832	\$4,222	\$7,758
G	Daily News Box	290 x 100	\$811	\$4,155	\$7,592
H	Daily News Banner	590 x 100	\$967	\$5,387	\$9,875

## Dealer News rates

	Location	Size	1 Month	6 months	1 year
J	Large Top Banner	420 x 90	\$1,375	\$6,235	\$10,395
K	Large Middle Banner	420 x 90	\$1,140	\$5,190	\$9,460
L	Large Bottom Banner (not pictured)	420 x 90	\$990	\$4,420	\$8,000
M	Small Top Banner	200 x 75	\$800	\$3,430	\$5,825
N	Small Middle Banner	200 x 75	\$715	\$3,070	\$5,195
O	Small Bottom Banner (not pictured)	200 x 75	\$655	\$2,595	\$4,155

Sent to 2,200+ opted-in email addresses\*

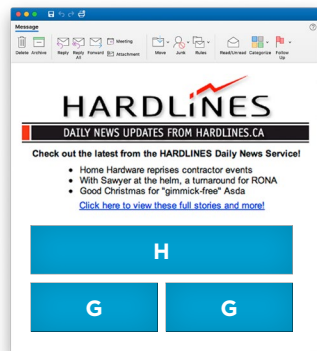
\*CASL-compliant email addresses

See digital examples online at [hardlines.news](http://hardlines.news)

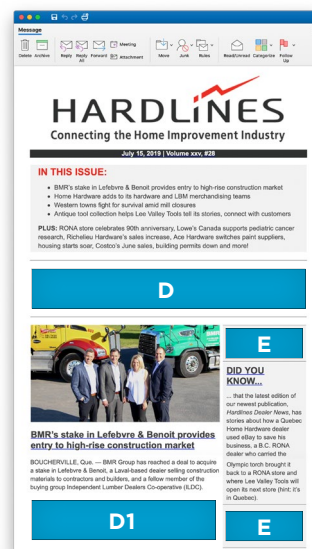
### Breaking News



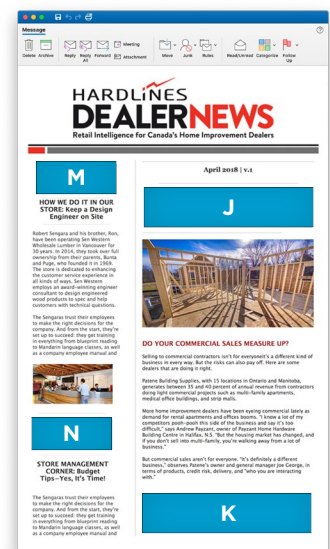
### Daily News



### Hardlines Newsletter



### Dealer Newsletter





“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

# 25th Annual Hardlines Conference

October 27-28, 2020 • Queens Landing, Niagara on the Lake, Ont.

The Hardlines Conference is this industry’s only truly national industry event. It’s two action-packed days of endless networking opportunities—you won’t find another annual event that gets you in the room with all the top leaders of the home improvement industry.

	Key \$13,000	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 Conference.	2	2	1
Company overview, up to 100 words, in special sponsor section of the Hardlines Conference Brochure.	✓	✓	✓
Your logo in issues of the <i>Hardlines</i> weekly newsletter hyperlinked to URL of your designation.	3 months	2 months	1 month
Online marketing on the Hardlines website main page.	6 months	2 months	1 month
Follow up publicity with your logo in <i>Hardlines</i> and <i>HHIQ</i> ; and in press releases to the North American trade press.	✓	✓	✓

[www.hardlinesconference.ca](http://www.hardlinesconference.ca)



“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

# Outstanding Retailers Banquet and Awards

## October 27, 2020

In addition to supporting the Conference, a select few companies can sign up to sponsor an Outstanding Retailer Award (ORA), which offers even more perks and opportunities to interact with exceptional independent dealers and store managers from the industry’s leading banners.

**\$13,000**

- ✓ Presentation of an Outstanding Retailer Award
- ✓ Logo recognition in award video
- ✓ Article in *Hardlines Home Improvement Quarterly* on the ORA winners with a photo of your representative and award winner.
- ✓ Article in *Hardlines* newsletter on the ORA winners with photo of your representative and the award winner
- ✓ Two attendees at the ORA Gala Dinner & Awards Ceremony
- ✓ Full-page ad in *HHIQ*
- ✓ Service/Product Display: designated high traffic area at the Conference to display promotional materials
- ✓ Two 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 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 28 years it has honoured more than 150 retailers.

The awards ceremony takes place each year during the *Hardlines* Conference and recognizes Canadian retailers and managers 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](http://www.oras.ca)

## Hardlines events

We team up with many organizations to help them reach their target audience, including through our the Meet the Buyers series and Canada Night at Orgill’s twice-annual Markets. Our events offer our partners valuable face-to-face access to buyers, retailers and executives you can’t get through any other organizational or association events in the Canadian home improvement industry.



**Canada Night at the Orgill Spring Market**  
**February 27, 2020**  
 Orlando

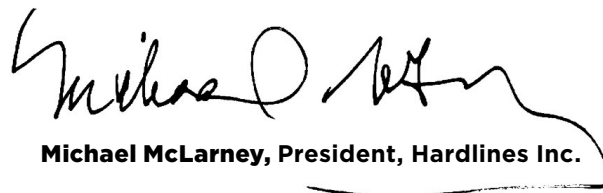


**Canada Night at the Orgill Fall Market**  
**August 27, 2020**  
 Las Vegas



## Celebrating 25 years

Throughout 2020, Hardlines is celebrating a quarter-century supplying news and information to the retail home improvement industry. From humble beginnings in the basement of my Toronto home, Hardlines has evolved from a simple fax newsletter to a full information and events company. Today, Hardlines consists of a small, skilled team that makes the Hardlines World Headquarters a vibrant reality, providing a complete arsenal of news, reports and conferences to help dealers and suppliers alike do their jobs better. I am extremely proud of what the Hardlines team accomplishes every day, and at the same time I'm humbled by the tremendous support I've received over the past 25 years. I look forward to many more years keeping track of this vibrant industry, and invite you to be part of this journey.



**Michael McLarney, President, Hardlines Inc.**

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