

2021 MEDIA PLANNER Connecting the Home Improvement Industry

www.hardlines.ca







DealerNews







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.

Source: Hardlines survey





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	4,817
Building Supply Dealers	4,487
Department & Chain Stores (Hardware Departments)	943
Paint & Wallpaper Retailer	553
Others Allied to the Field (incl. General Stores, Kitchen & Bath Retailers, Home Furnishing Retailers, Government, Assoc	212 iations, etc.)
Total Qualified Circulation	11,012

Internationally

Canada	10,934
United States	73
International	5
Total Qualified Circulation Direct request 61.7%	11,012

June 2020 Preliminary Circulation Statistics









Dates + Rates

2021 Editorial Schedule

First Quarter

Winning the retail war: After the ORAs

FEATURING:

- Conversations with contractors
- Navigating COVID: What now?

SPACE CLOSE: November 27, 2020

MATERIAL CLOSE: December 4, 2020

MAIL DATE: January 15, 2021

Second Quarter

Who's buying your brand?

FEATURING:

- Putting the 'human' in your HR practices
- Going green, in practice and products

SPACE CLOSE: February 26, 2021

MATERIAL CLOSE: March 2, 2021

MAIL DATE: April 2, 2021

Third Quarter

Canada's top home improvement retailers

FEATURING:

- Buying group report and org chart
- Lessons in retail from outside our industry

SPACE CLOSE: May 31, 2021

MATERIAL CLOSE: June 7, 2021

MAIL DATE: July 9, 2021

Fourth Quarter

From training to trusting: investing in your staff

FEATURING:

- Industry leaders' forecast for 2022
- The hottest trends in lawn and garden

SPACE CLOSE: August 7, 2021

MATERIAL CLOSE: September 13, 2021

MAIL DATE: October 12, 2021

2021 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





Print Ad Sizes (WIDTH X HEIGHT)



Material specifications

Ads must be supplied as a press-ready PDF file with embedded fonts and graphics (**PDF/X-1a:2001 preferred**). Images should have a resolution of 300 ppi. Do not use spot colours or RGB art. Keep all colours CMYK.

Ads can be emailed to _ michelle@hardlines.ca



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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.



Hardlines.ca monthly average January 2020-August 2020.



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.

Website Ad Rates

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



Website Rates

	Location	Size	1 Month	6 Months	1 Year
Α	Large Leaderboard	728 x 100	\$3,000	\$16,850	\$31,200
в	Small Leaderboard	470 x 100	\$2,280	\$12,810	\$17,850
С	Side Banner	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.

Dealer News monthly newsletter

Our newest publication, *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 and July 2020.

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Newsletter Rates

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 News rates

	Location	Size	1 Month	6 months	1 year
G	Daily News Box	290 x 100	\$811	\$4,155	\$7,592
н	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
к	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
М	Small Top Banner	200 x 75	\$800	\$3,430	\$5,825
N	Small Middle Banner	200 x 75	\$715	\$3,070	\$5,195
0	Small Bottom Banner (not pictured)	200 x 75	\$655	\$2,595	\$4,155



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Digital Specs (WIDTH X HEIGHT)

Banner A: 728 × 100 Banner B: 470 × 100 Banner C: 200 × 129 Banner D: 690 × 100 Banner D1: 450 × 100 Banner D2: 450 × 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 × 90 Banner M: 200 × 75 Banner N: 200 × 75 Banner O: 200 × 75



Hardlines



Daily News



Dealer News



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25th Annual Hardlines Conference

October 19-20, 2021 • 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 both days of the Hardlines Conference.	2	2	1
Attendees at the ORA Gala Dinner and Awards Ceremony.	2		
Introduction by your representative of a major Conference speaker.	1		
Company overview, up to 100 words, in special sponsor section of the Hardlines Conference Brochure.	1	1	1
Ad in Hardlines Home Improvement Quarterly magazine.	Full-page		
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.	1	1	1

www.hardlinesconference.ca





Outstanding Retailers Banquet and Awards October 19, 2021

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.

What are the ORAs?

The Outstanding Retailer 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.

Watch the 2019 ORAs highlight reel!



www.oras.ca



\$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
- ✓ 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

HARDLINES

Invaluable sources of information that is not available anywhere else!



In-Depth Data on the Retail Home Improvement Industry in Canada

Your only source available for a full analysis of the size and growth of the industry! The Annual Retail Report includes everything we know about the industry, newly

The Annual Retail Report includes everything we know about the industry, newly expanded with more analysis and data than ever before! Featuring industry sales data as of year-end 2019 and up-to-date analysis of marketplace trends.

This is without a doubt our most popular "must-have" Report. This incredible Report is truly a marketer's dream. Do not start your annual planning without this vital, proprietary information.

2020 Edition (data to year-end 2019): \$1,650 (+HST)

Hardlines weekly newsletter subscribers pay only:

\$1,275 (+HST)

HARDLINES MarketShareReport

An in-depth breakdown of the sales and store counts of every major banner in hardware & home improvement retailing in Canada

New and never before released information on the market share in every store format, region and province using sales data for year-end 2018.

This exclusive Report, only available from HARDLINES, features:

- Hardlines Market Share Report Example SlideSales by province and region of every hardware and home improvement retailer in the country;
- Crucial information about the market share changes from the 2019-2020 data presented in percentages;
- Market share broken down by store format;
- Charts and graphs to visually represent all data;
- Market share by province of all the hardware/home improvement retailers in Canada, including year-over-year comparisons.

Non-Subscriber Rate: \$1,125 (+HST)

Hardlines weekly newsletter subscribers pay only:

\$750 (+HST)

HARDLINES

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.

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!

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.



Celebrating 25 years

Today, this industry—and the entire world—faces a new set of challenges. Yet during these difficult times, the urge to make a home, to create stability for family, and to improve and maintain that home, remains one of the cornerstones of life in Canada. Everyone working in home improvement retail can be proud to play such a vital role in supporting and improving the lives of Canadians during the COVID-19 pandemic. Hardlines, in turn, is fiercely proud to be able to report on, connect and promote this industry. I invite you to share your company's story and innovations with your customers in partnership with Hardlines.

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Michael McLarney, President, Hardlines Inc.

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