

HARDLINES

Connecting the Home Improvement Industry

2022 MEDIA PLANNER

Connecting the Home Improvement Industry

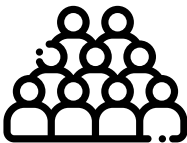
www.hardlines.ca

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 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 three newsletters, *Hardlines*, *Hardlines Dealer News* and *Hardlines HR Advisor*, 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.

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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 over 25 years. These individuals are the readers of Canada's freshest—and most incisive—trade publication.

Business/ Occupational Analysis

Hardware Retailers	4,850
Building Supply Dealers	4,503
Department & Chain Stores (Hardware Departments)	959
Paint & Wallpaper Retailer	506
Others Allied to the Field	209

(incl. General Stores, Kitchen & Bath Retailers, Home Furnishing Retailers, Government, Associations, etc.)

Total Qualified Circulation 11,027

Internationally

Canada	10,951
United States	71
International	5

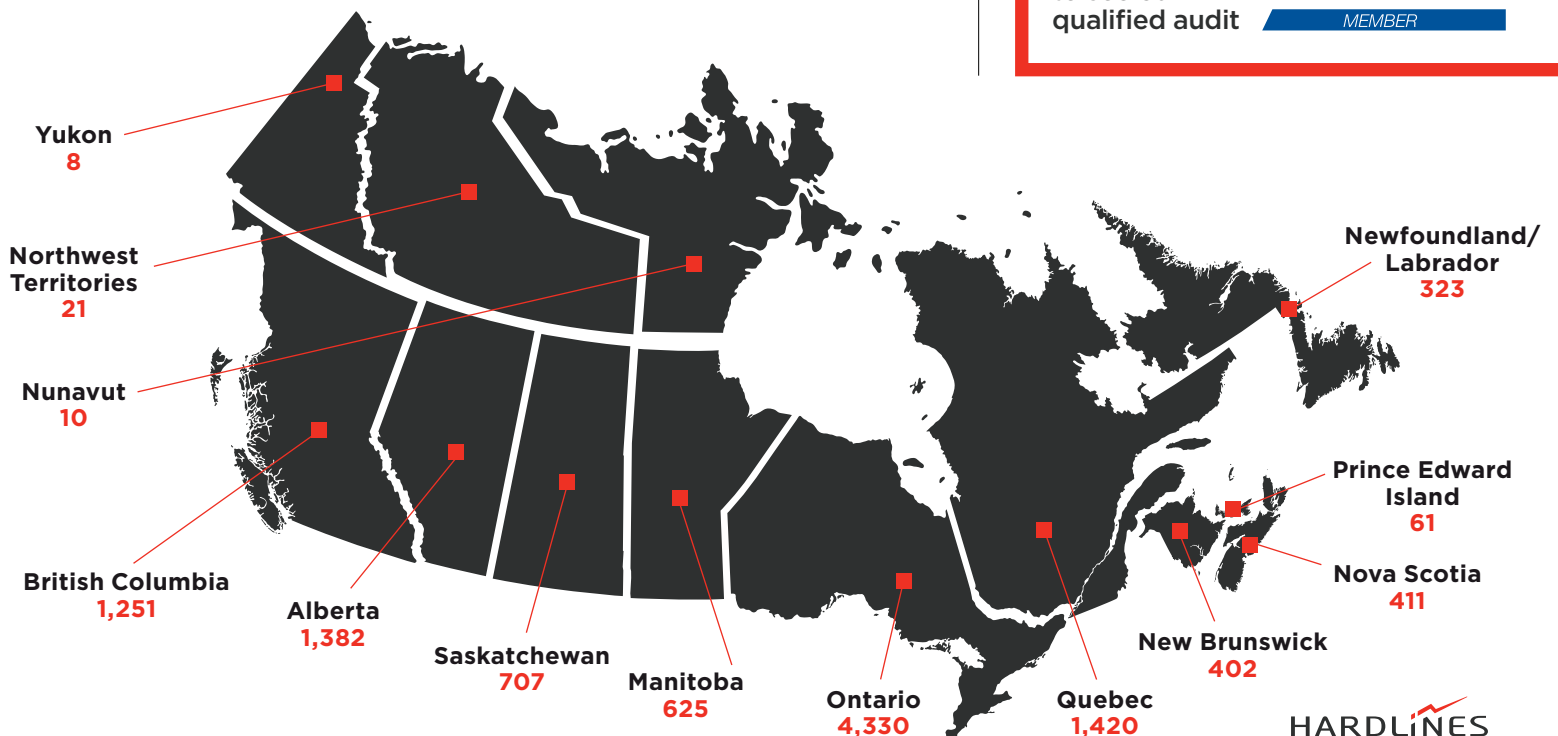
Total Qualified Circulation 11,027

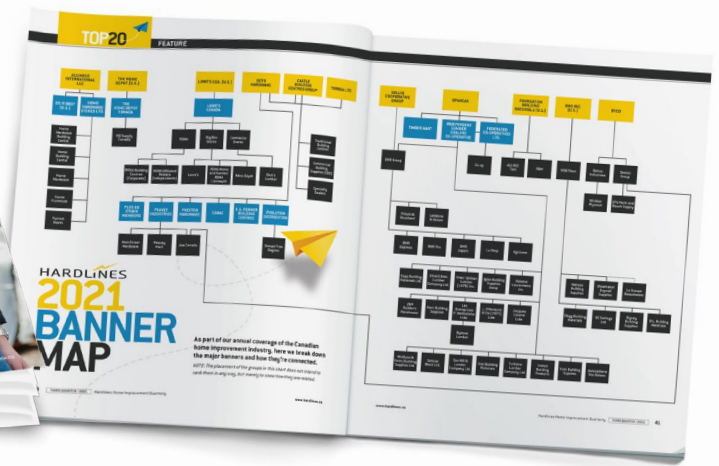
Direct request 61.6%

June 2021 Preliminary Circulation Statistics

We're audited!

Contact David Chestnut to see our qualified audit





Dates + Rates

2022 Editorial Schedule

First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Life after winning the ORAs	How urban stores are a part of the community	Canada's top 20 home improvement retailers	Industry change makers
FEATURING:	FEATURING:	FEATURING:	FEATURING:
<ul style="list-style-type: none"> How displays and marketing can boost business What happened at the annual Hardlines Conference 	<ul style="list-style-type: none"> Going in-store to online, how e-commerce can help your business Know your audience: Understanding what contractors need and want 	<ul style="list-style-type: none"> How to rise above the competition Keeping up with logistics in a fast-paced society 	<ul style="list-style-type: none"> Keeping your staff up to date and informed with the right training What staff and customers expect from retail leadership
PRODUCT FEATURE:	PRODUCT FEATURE:	PRODUCT FEATURE:	PRODUCT FEATURE:
<ul style="list-style-type: none"> Power Tools and Accessories 	<ul style="list-style-type: none"> LBM 	<ul style="list-style-type: none"> Kitchen and Bath 	<ul style="list-style-type: none"> Flooring and Trim
SPACE CLOSE:	SPACE CLOSE:	SPACE CLOSE:	SPACE CLOSE:
November 25, 2021	February 25, 2022	May 26, 2022	August 18, 2022
MATERIAL CLOSE:	MATERIAL CLOSE:	MATERIAL CLOSE:	MATERIAL CLOSE:
December 8, 2021	March 9, 2022	June 2, 2022	September 8, 2022
MAIL DATE:	MAIL DATE:	MAIL DATE:	MAIL DATE:
January 13, 2022	April 9, 2022	July 6, 2022	October 12, 2022



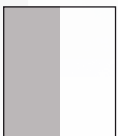





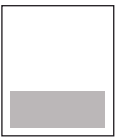

2022 Ad Rates 4-COLOUR AD RATES

Ad Size	1x	2x	3x	4x	Premium Positions
DPS	\$11,995	\$11,500	\$11,195	\$10,495	
Full page	\$6,895	\$6,495	\$6,000	\$5,695	
Half page	\$4,600	\$4,395	\$4,200	\$3,995	
Third page	\$3,700	\$3,595	\$3,395	\$3,000	
Quarter page	\$2,500	\$2,395	\$2,225	\$2,100	

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

Mechanical Specifications

Print Ad Sizes (WIDTH X HEIGHT)

 <p>Double Page Spread Trim Size: 18" x 10.875" With Bleed: 18.25" x 11.125" Type Safety: 17.5" x 10.375"</p>	 <p>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"</p>	 <p>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"</p>	 <p>Half Page Horizontal Non-Bleed Size: 8" x 4.75"</p>	 <p>Third Page Vertical Non-Bleed Size: 2.375" x 10.375"</p>	 <p>Quarter Page Square Non-Bleed Size: 3.75" x 4.75"</p>
 <p>For the above bleed ads, please ensure 0.125" bleed is added to all sides and important type or logos are kept 0.25" away from trim edges.</p>			 <p>Half Page Island Non-Bleed Size: 5" x 7.75"</p>	 <p>Third Page Horizontal Non-Bleed Size: 8" x 3.75"</p>	 <p>Quarter Page Horizontal Non-Bleed Size: 8" x 2.5"</p>

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

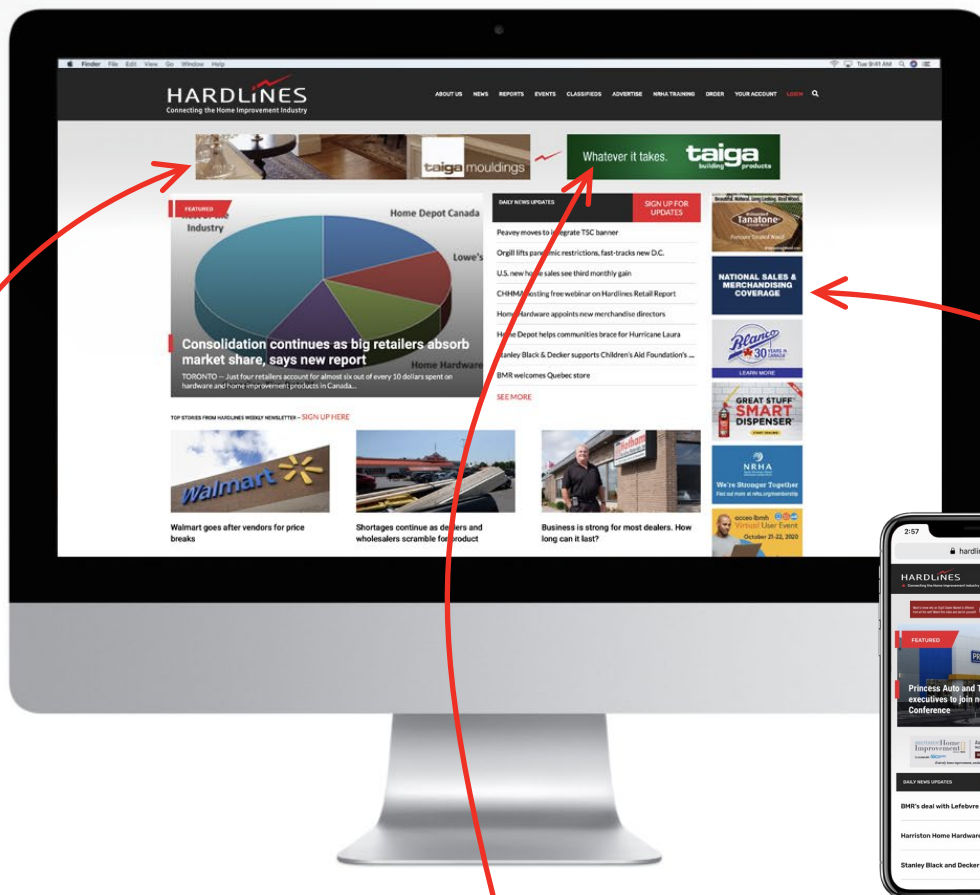


“Even if I don’t have time when it arrives, I always tuck away my HHIQ magazine to read later. It’s jam-packed with useful industry info and advice that I never want to miss! In fact, I usually keep a notebook beside me to jot down ideas as I read!”

—Jillian Sexton, Owner of three **TIMBER MART** stores

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.



LARGE LEADERBOARD
(LOCATION A)

178,395
Monthly Ad Views

SMALL LEADERBOARD
(LOCATION B)

179,825
Monthly Ad Views

SIDE BANNER
(LOCATION C)

159,5550
Monthly Ad Views

Hardlines.ca monthly average January 2021-August 2021.



“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

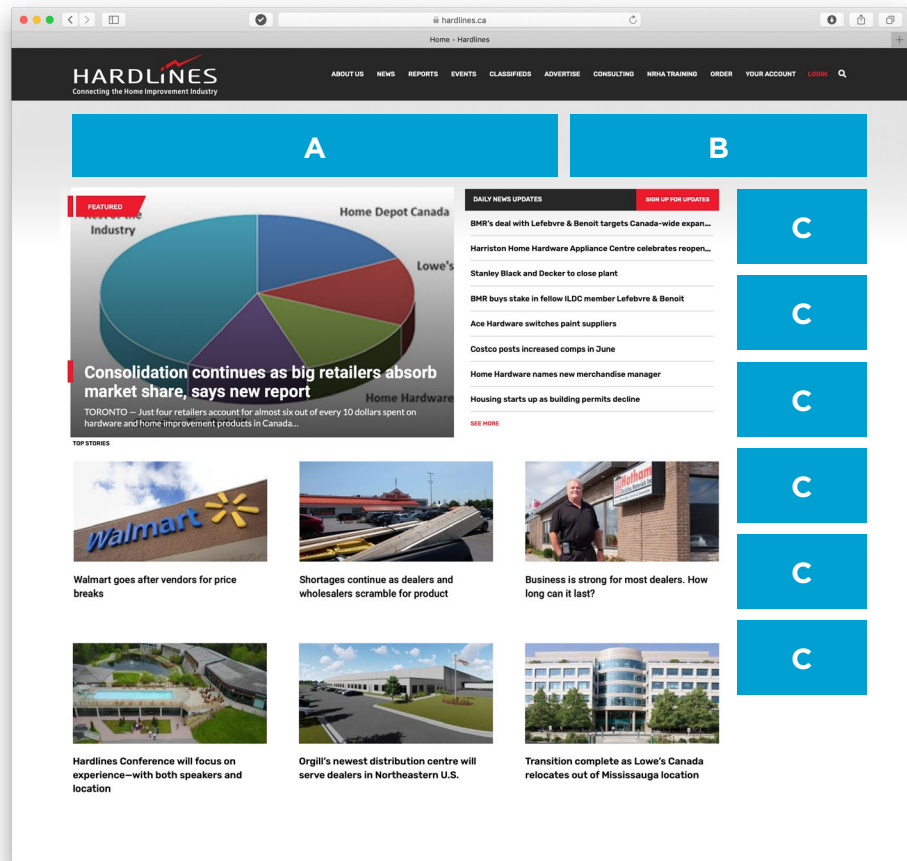
Advertise on **hardlines.ca**

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
A	Large Leaderboard	728 x 100	\$3,500	\$17,500	\$32,000
B	Small Leaderboard	470 x 100	\$2,500	\$12,500	\$21,000
C	Side Banner	200 x 129	\$550	\$2,950	\$5,000



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.

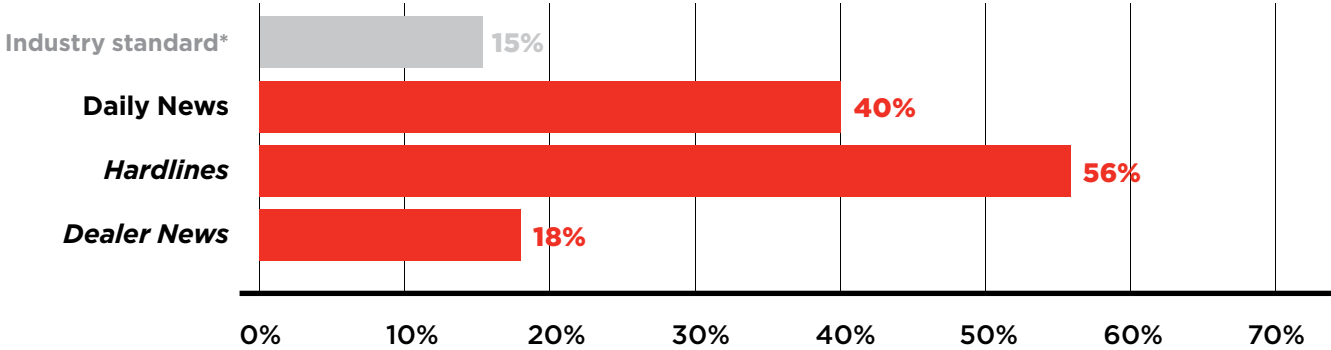
Hardlines weekly newsletter

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

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 2021.

“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, CEO, Sexton Family Group of Companies

Newsletter Rates

Hardlines Weekly Newsletter rates

	Location	Size	1 Month	6 months	1 year
D	News Leaderboard	690 x 100	\$2,257	\$11,326	\$17,995
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
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



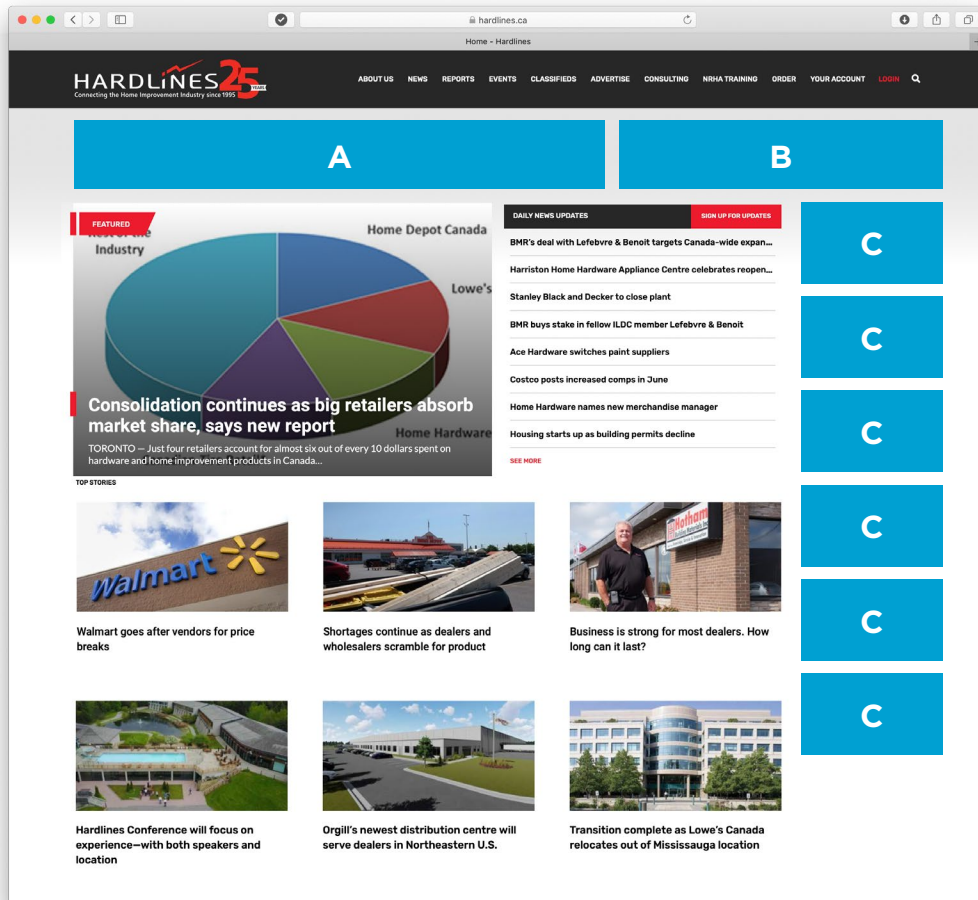
Submit online ad files to michelle@hardlines.ca

Digital Specs (WIDTH X HEIGHT)

- 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.

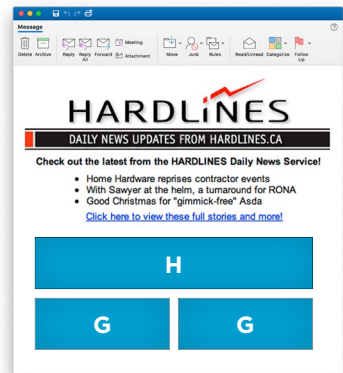
Hardlines.ca



Hardlines



Daily News



Dealer News



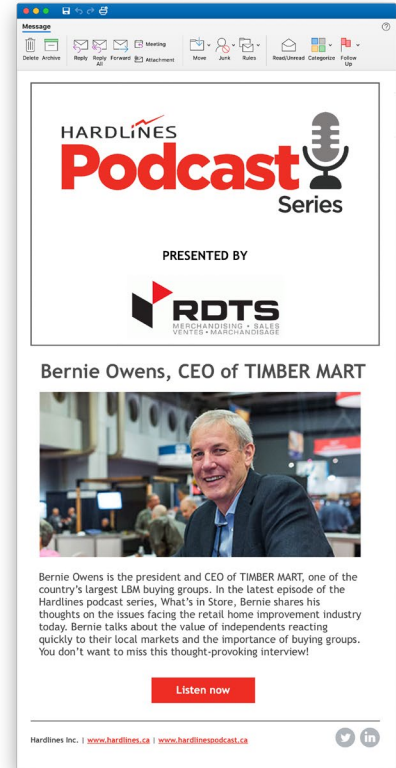


HARDLINES Podcast Series

Listen and learn with the industry's leaders

The Hardlines Podcast series provides news, insights, and stories about hardware and home improvement retailing in Canada. *What's in Store* is dedicated to interviews with industry leaders from the retail, wholesale, and vendor sides of home improvement selling. While *The History of Home Improvement* discusses historical moments and significant people in the home improvement industry.

www.hardlinespodcast.ca



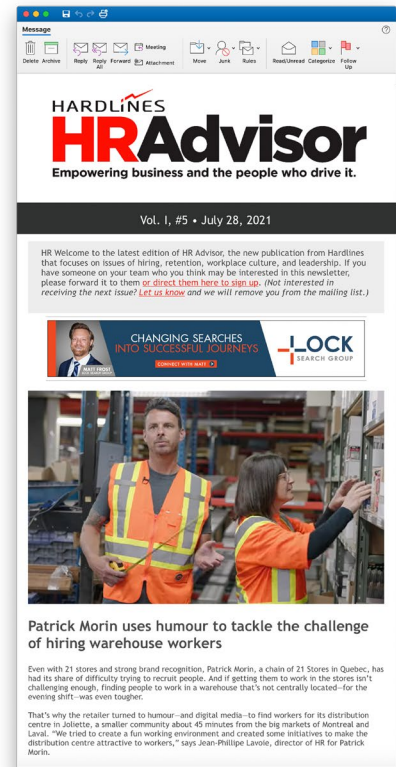
HARDLINES HRAdvisor

Empowering business and the people who drive it

HR Advisor is designed to keep you informed about human resources issues and concerns in the home improvement industry. This newsletter provides guidance in leading your team, since they are your most valuable asset. HR Advisor is a monthly newsletter that is packed with tips, knowledge, and insight from industry experts.

www.hardlines.ca/publications/hr-advisor

Contact Publisher for availability and pricing:
David Chestnut • 416-725-7992 • david@hardlines.ca



Outstanding Retailers Banquet and Awards

2022 Date and Location: TBD

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!



\$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.
- ✓ 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

www.oras.ca



26th Annual Hardlines Conference

2022 Date and Location: TBD

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.	✓		
Company overview, up to 100 words, in special sponsor section of the Hardlines Conference Brochure.	✓	✓	✓
Ad in <i>Hardlines Home Improvement Quarterly</i> 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.	✓	✓	✓

www.hardlinesconference.ca



Invaluable sources of information that is not available anywhere else!

HARDLINES RetailReport

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 expanded with more analysis and data than ever before! Featuring industry sales data as of year-end 2020 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.

2022 Edition
(data to year-end 2021):
\$1,795 (+HST)

Hardlines weekly newsletter subscribers pay only:
\$1,400 (+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 2020-2021 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:
\$1,200 (+HST)

Hardlines weekly newsletter subscribers pay only:
\$895 (+HST)



Published in the Q3 (July 2022), this stand alone supplement is polybagged with the Q3 edition of *HHIQ* magazine. We work exclusively with category vendors to feature their products and unique selling proposition in the Outdoor Living category. Editorially we will promote not only the products and services of the participating manufacturers, we will also feature hand selected Dealers who will expound on the growth potential and profitability of this ever expanding category.



11,000 units
mailed out nationally



Dealer profile example

Pricing

Full Page: \$4,995

This includes two product placements in the “Product Showcase” editorial section

Half Page: \$2,995

This includes one product living placement in the “Product Showcase” editorial section

Product showcase example

