

# HARDLINES

Connecting the Home Improvement Industry

2024 MEDIA PLANNER

Canada's only  
National Voice  
Connecting  
the Home  
Improvement  
Industry





# 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 almost 30 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 over two-and-a-half decades**, Hardlines has focused on building connections and relationships with industry insiders. We're known as the go-to source for information and insights connecting this industry through these three touchpoints:



## Publications

With our website, our Daily News email sends, our print publication, *HHIQ*, and our three newsletters, *Hardlines Weekly Report*, *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.

## Get in touch with me today:



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HARDLINES

# Canada's only National Voice Connecting the Home Improvement Industry

HARDLINES  
**HiQ**  
HOME IMPROVEMENT QUARTERLY

HARDLINES  
**WeeklyReport**

HARDLINES  
**DailyNews**

HARDLINES  
**DealerNews**

HARDLINES  
**RetailReport**

HARDLINES  
**MarketShareReport**

**20** HARDLINES  
**24** CONFERENCE

HARDLINES  
**Podcast**  
Series

HARDLINES  
**HRAdvisor**

**ORA**  
HARDLINES  
OUTSTANDING RETAILER AWARDS

HARDLINES  
PREMIUM

HARDLINES  
**Classifieds**

Click to  
Visit







## 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 almost 30 years. These individuals are the readers of Canada's freshest—and most incisive—trade publication.

## Business/ Occupational Analysis

Hardware Retailers	4,911
Building Supply Dealers	4,541
Department & Chain Stores (Hardware Departments)	873
Paint & Wallpaper Retailers	603
Others Allied to the Field	197
<small>(incl. General Stores, Kitchen &amp; Bath Retailers, Home Furnishing Retailers, Government, Associations, etc.)</small>	
<b>Total Qualified Circulation</b>	<b>11,027</b>

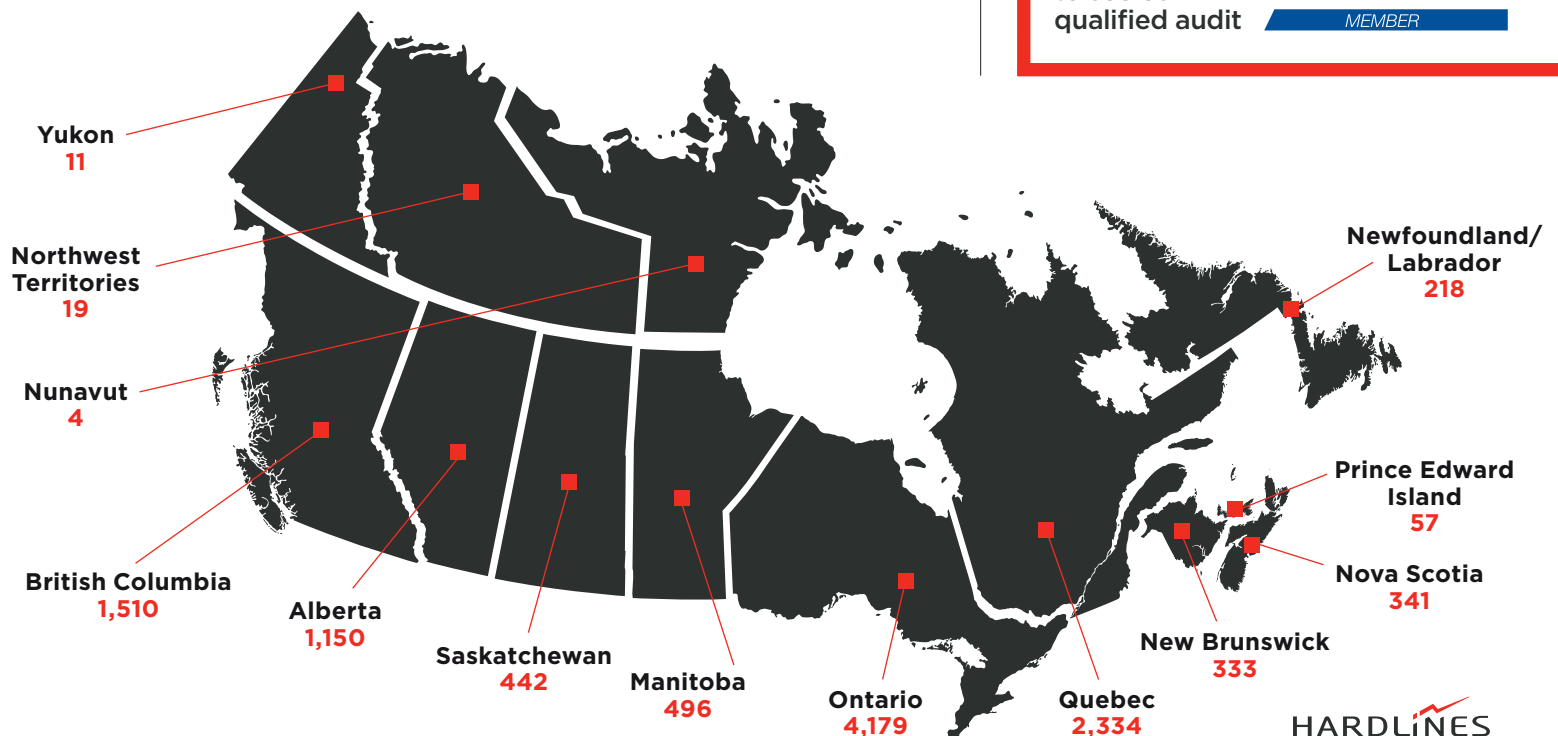
## Internationally

Canada	11,047
United States	73
International	5
<b>Total Qualified Circulation</b>	<b>11,125</b>
<b>Direct request 61.6%</b>	

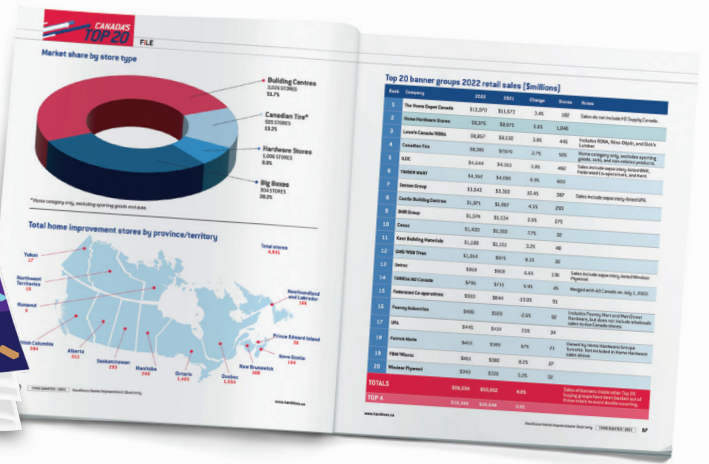
June 2022 Preliminary Circulation Statistics

## We're audited!

Contact David  
Chestnut  
to see our  
qualified audit







# Dates + Rates

## 2024 Editorial Schedule

### First Quarter

#### Meet Our Outstanding Retail Award Winners

##### FEATURING:

- The digital divide. How to profit from e-commerce as an independent
- Selling your store. Valuation methods to figure out your price

##### PRODUCT FEATURE:

- LBM

##### SPACE CLOSE:

**November 24, 2023**

##### MATERIAL CLOSE:

**December 8, 2023**

##### MAIL DATE:

**January 12, 2024**

### Second Quarter

#### The Talent Factory: Staff Development

##### FEATURING:

- SKU analysis 101: Using data to adjust your mix
- Contractor credit management that works

##### PRODUCT FEATURE:

- All Things Power Tools

##### SPACE CLOSE:

**February 23, 2024**

##### MATERIAL CLOSE:

**March 8, 2024**

##### MAIL DATE:

**April 12, 2024**

### Third Quarter

#### Top 20 Retailers

##### FEATURING:

- 4th annual Outdoor Living Report
- HR Special: Identifying your next manager

##### PRODUCT FEATURE:

- Paint and Sundries

##### SPACE CLOSE:

**May 31, 2024**

##### MATERIAL CLOSE:

**June 7, 2024**

##### MAIL DATE:

**July 12, 2024**

### Fourth Quarter

#### The Products Issue

##### FEATURING:

- Meet the Buyers
- Technology and the Modern Store

##### PRODUCT FEATURE:

- Products for your Customers' Garages

##### SPACE CLOSE:

**August 23, 2024**

##### MATERIAL CLOSE:

**September 13, 2024**

##### MAIL DATE:

**October 11, 2024**

## 2024 Ad Rates 4-COLOUR AD RATES

Ad Size	1x	2x	3x	4x
DPS	\$13,390	\$12,995	\$12,500	\$11,995
Full page	\$7,625	\$7,100	\$6,500	\$5,995
Half page	\$5,250	\$4,985	\$4,495	\$4,125
Third page	\$4,110	\$3,895	\$3,500	\$3,125
Quarter page	\$2,895	\$2,595	\$2,225	\$2,100

### Premium Positions


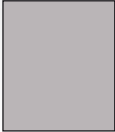





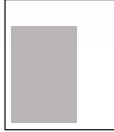


- Outside back cover add 20%
- Inside back cover add 10%
- Inside front cover add 15%
- Insert/outsert rates available upon request





# Mechanical Specifications

## Print Ad Sizes (WIDTH X HEIGHT)

 <p><b>Double Page Spread</b>  <b>Trim Size:</b>  18" x 10.875"  <b>With Bleed:</b>  18.25" x 11.125"  <b>Type Safety:</b>  17.5" x 10.375"</p>	 <p><b>Full Page</b>  <b>Trim Size:</b>  9" x 10.875"  <b>With Bleed:</b>  9.25" x 11.125"  <b>Type Safety:</b>  8.5" x 10.375"  <b>Non-Bleed Size:</b>  8.5" x 10.375"</p>	 <p><b>Half Page Vertical</b>  <b>Trim Size:</b>  4.375" x 10.875"  <b>With Bleed:</b>  4.625" x 11.125"  <b>Type Safety:</b>  3.875" x 10.375"  <b>Non-Bleed Size:</b>  3.875" x 10.375"</p>	 <p><b>Half Page Horizontal</b>  <b>Non-Bleed Size:</b>  8" x 4.75"</p>	 <p><b>Third Page Vertical</b>  <b>Non-Bleed Size:</b>  2.375" x 10.375"</p>	 <p><b>Quarter Page Square</b>  <b>Non-Bleed Size:</b>  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><b>Half Page Island</b>  <b>Non-Bleed Size:</b>  5" x 7.75"</p>	 <p><b>Third Page Horizontal</b>  <b>Non-Bleed Size:</b>  8" x 3.75"</p>	 <p><b>Quarter Page Horizontal</b>  <b>Non-Bleed Size:</b>  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.

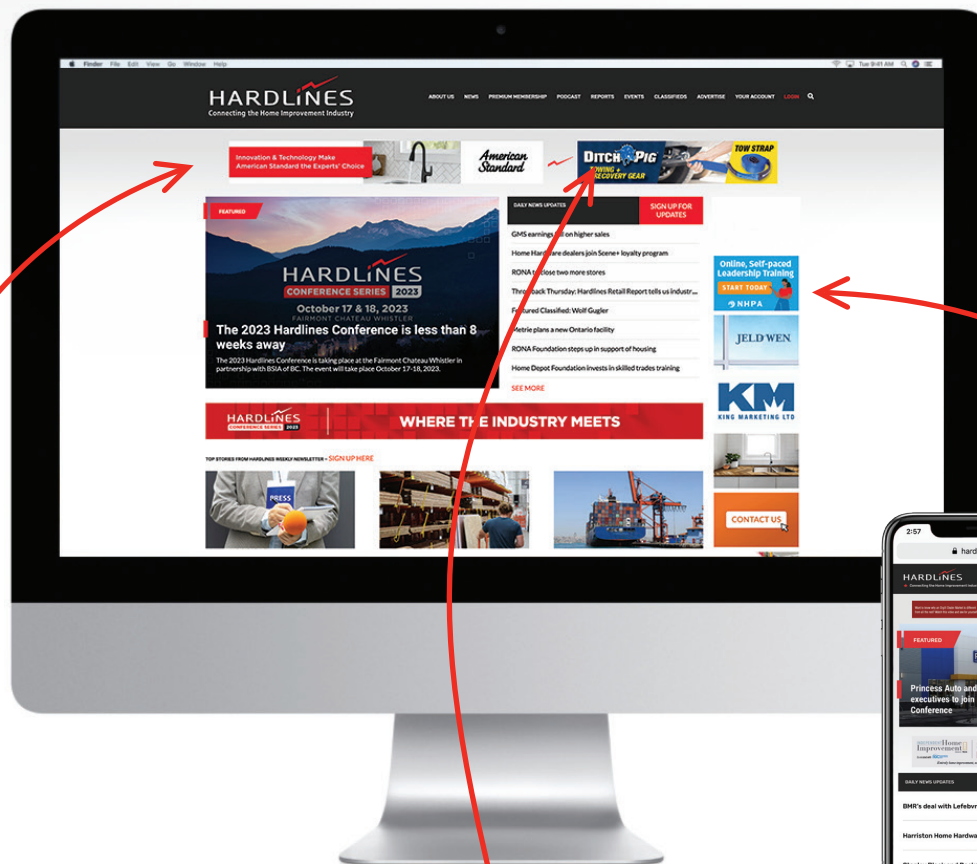
Ads can be emailed to  
[jillian@hardlines.ca](mailto:jillian@hardlines.ca)





# 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)

**183,199**  
Monthly Ad Views

**SMALL LEADERBOARD**  
(LOCATION B)

**180,326**  
Monthly Ad Views

**SIDE BANNER**  
(LOCATION C)

**213,152**  
Monthly Ad Views

*Hardlines.ca monthly average January 2023 - August 2023.*





www.hardlines.ca

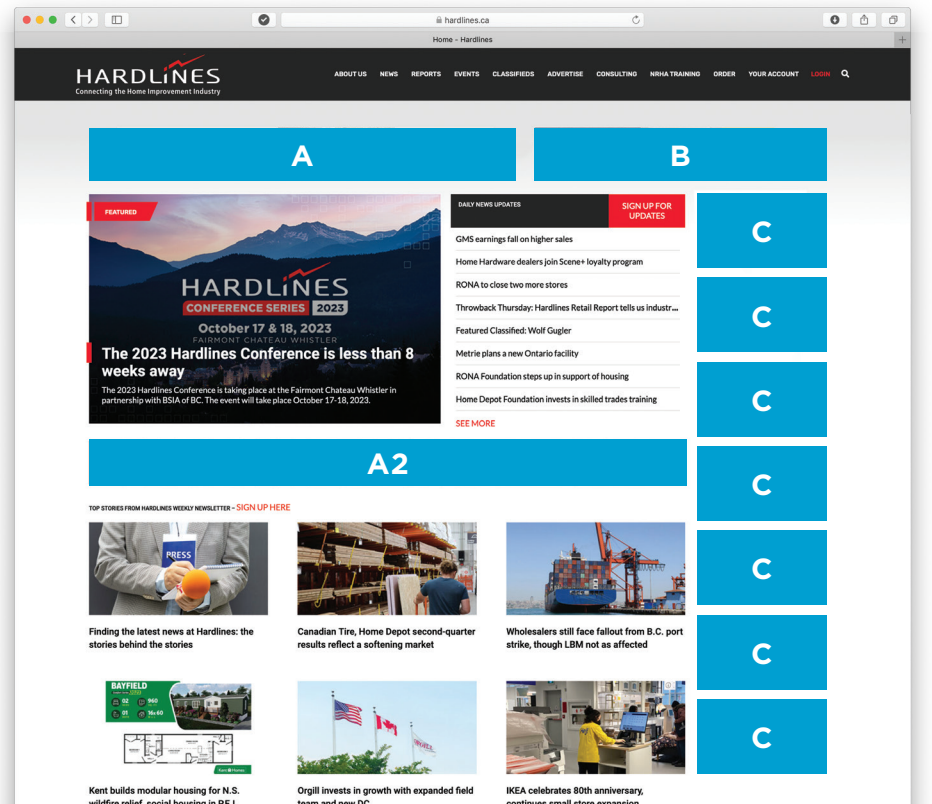
# Advertise on **hardlines.ca**

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 **jillian@hardlines.ca**



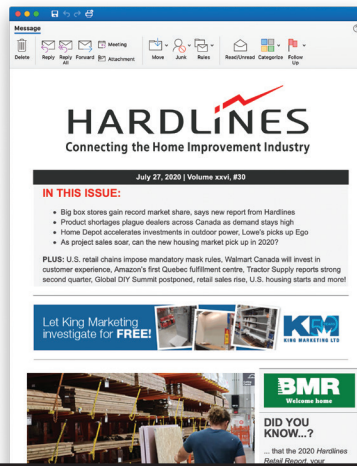
## Website Rates

Location		Size	3 Month	6 Months	1 Year
A	Large Leaderboard	728 x 100	\$12,195	\$19,500	\$33,600
A2	Large Events Leaderboard	1372 x 100	\$8,000	\$12,500	\$20,000
B	Small Leaderboard	470 x 100	\$8,995	\$14,995	\$22,050
C	Side Banner	200 x 129	\$2,995	\$4,795	\$6,500





# 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.

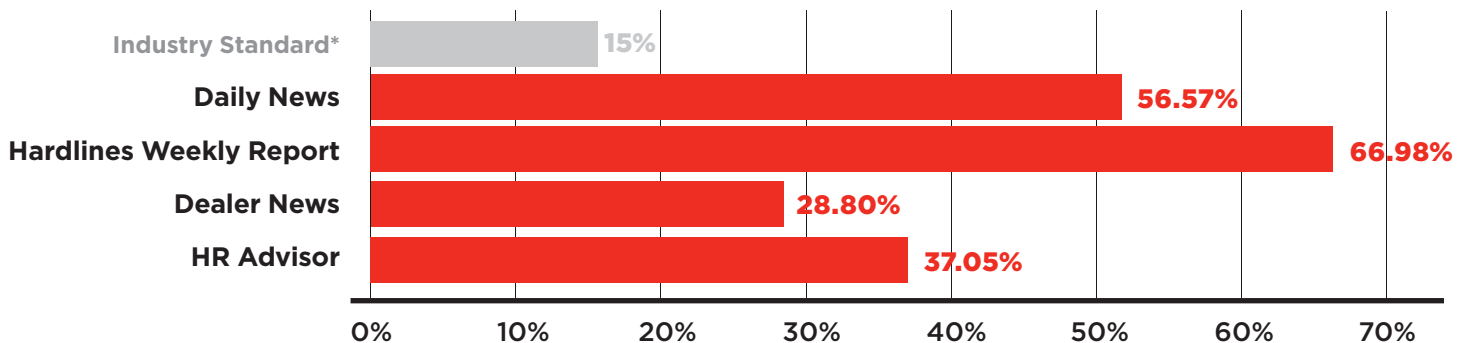
## Hardlines Weekly Report

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 2023

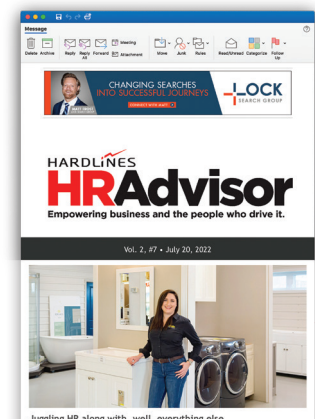
## HARDLINES HRAdvisor

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

## 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](http://www.hardlines.ca/publications/hr-advisor)





# Newsletter Rates

## Hardlines Weekly Report rates

	Location	Size	3 Month	6 months	1 year
D	News Leaderboard	690 x 100	\$8,995	\$12,995	\$19,995
D1	Large Top Banner	450 x 100	\$5,995	\$8,995	\$12,995
D2	Large Middle Banner	450 x 100	\$4,000	\$6,995	\$9,995
D3	Bottom Large Banner	450 x 100	\$3,000	\$5,295	\$7,995
E	Small News Banner	200 x 75	\$2,500	\$4,995	\$6,995

## Daily News rates

	Location	Size	3 Month	6 months	1 year
G	Daily News Box	290 x 100	\$4,000	\$6,395	\$9,995
H	Daily News Banner	590 x 100	\$6,000	\$ 9,995	\$15,995

## Dealer News rates

	Location	Size	3 Month	6 months	1 year
J	Large Top Banner	420 x 90	\$5,595	\$8,195	\$13,595
K	Large Middle Banner	420 x 90	\$4,995	\$7,295	\$11,595
L	Large Bottom Banner (not pictured)	420 x 90	\$3,995	\$5,995	\$8,995
M	Small Top Banner	200 x 75	\$4,195	\$5,595	\$7,795
N	Small Middle Banner	200 x 75	\$2,595	\$3,995	\$5,995
O	Small Bottom Banner (not pictured)	200 x 75	\$ 2,000	\$3,295	\$4,595



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



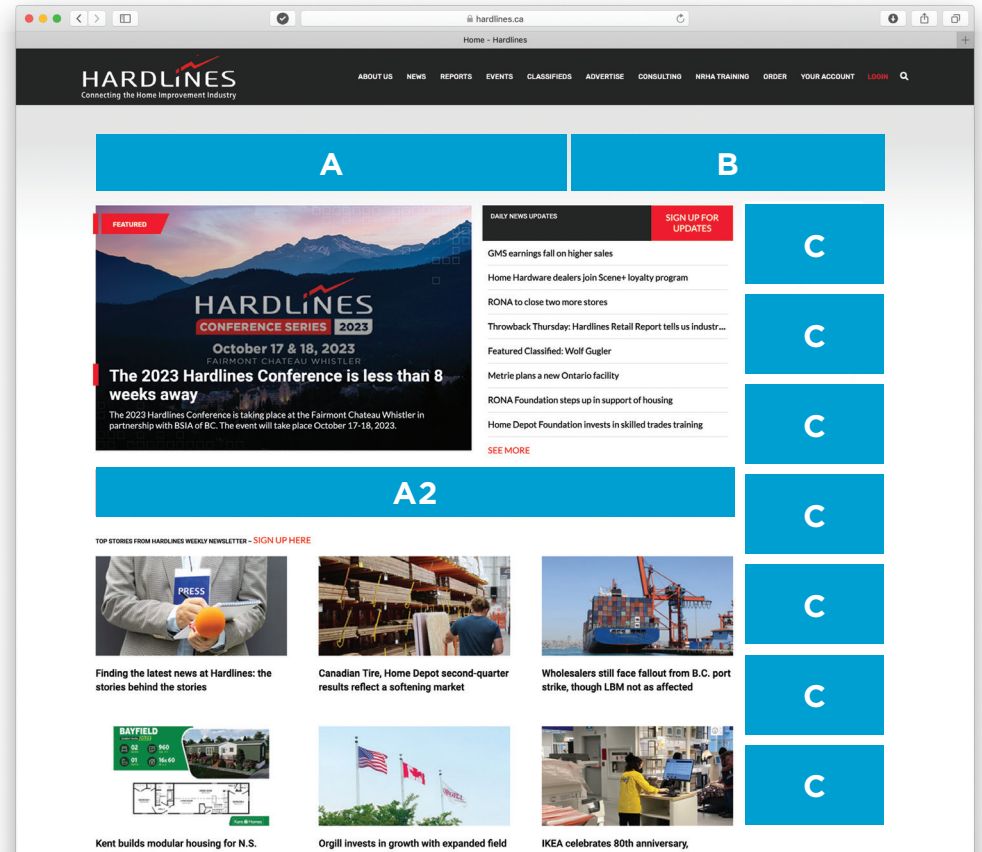
## Digital Specs (WIDTH X HEIGHT)

**Banner A:** 728 x 100  
**Banner A2:** 1372 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  
**Banner P1:** 680 x 120  
**Banner P2:** 680 x 120  
**Banner P3:** 680 x 120  
**Banner P4:** 680 x 120

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.

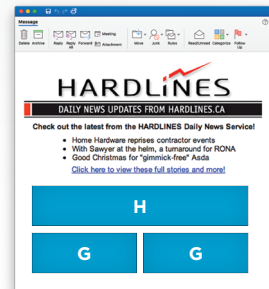
### Hardlines.ca



### Hardlines



### Daily News



### Dealer News



### HR Advisor





# 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.

**You can now listen to the Hardlines Podcast on Spotify, Apple Podcasts and Google Podcasts.**



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

**Contact Publisher for availability and pricing:**  
David Chestnut • 416-725-7992 • [david@hardlines.ca](mailto:david@hardlines.ca)





# 28th Annual Hardlines Conference

**October 22-23, 2024, Fairmont Le Manoir Richelieu**

**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.

	ORA Sponsor \$13,995	Supporting Sponsor \$4,995
Attendees at both days of the Hardlines Conference.	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	
Online marketing on the Hardlines website main page.	6 months	
Follow up publicity with your logo in <i>Hardlines</i> and <i>HHIQ</i> ; and in press releases to the North American trade press.	✓	✓

**Breakfast  
Sponsor  
\$3,995**

**Lunch  
Sponsor  
\$3,995**

**Coffee Break  
Sponsor  
\$3,995**

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



# Outstanding Retailers Banquet and Awards

## Tuesday, October 22nd, 2024, Fairmont Le Manoir Richelieu

**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 30 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.

**View past winners here.**



**\$13,995**

- ✓ 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**





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 2022 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.

**2023 Edition**  
(data to year-end  
2022):  
**\$1,970 (+HST)**

**Hardlines Premium  
members:**  
**\$1,550 (+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 2022.**

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 2021-2022 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:**  
**\$1,425 (+HST)**

**Hardlines weekly  
newsletter subscribers  
pay only:**  
**\$1,105 (+HST)**

### 2023 Hardlines Retail Report and Market Share Report Bundle

**Non-Subscriber Rate:**  
**\$2,745 (+HST)**

**Hardlines Premium  
members only:**  
**\$1,895 (+HST)**



# INTRODUCING HARDLINES PREMIUM



Having a subscription to the weekly Hardlines newsletter has always been the best way to keep in touch with the changes and trends in hardware and home improvement retailing. And paying for the Hardlines subscription has always meant special benefits for you that our ordinary readers simply can't get.

Every Monday morning, Hardlines provides up-to-date news, insightful articles, and industry intel that no one else can offer. Your ongoing support is important to us. I know it sounds kind of corny, but your Member-Subscription makes you are part of our Hardlines Family.

And now, the benefits of that Member-Subscription are stronger than ever. The savings you can get from the many other products we offer will quickly make up for the cost of your Member-Subscription. So please make sure your company's Member-Subscribers are up to date—and be sure to take advantage of the other savings we offer.

Finally, thank you for your years of support. It really matters!

Best regards,

Michael McLarney  
President, Hardlines

## What it includes:

- ✓ Hardlines Weekly Report
- ✓ Breaking News
- ✓ HHIQ: 1 issue per office quarterly. Additional issues available for discounted price.
- ✓ Hardlines Classifieds: One 250-word 2-week classified ad, logo included, per year for FREE. Additional classifieds receive 15% discount.
- ✓ 20% discount on Annual Reports
- ✓ 20% discount on Hardlines Conference and ORA Gala tickets

## Membership Prices

Hardlines Premium Membership prices start at \$545 plus tax and have packages that range from 1-3 people up to 100 people. Prices will be increasing in 2023 so sign up now to get your package at a discounted price.

Number of subscriptions	Price
1-3	\$545
4-6	\$725
7-10	\$875
11-20	\$1,220
21-30	\$1,565

## Hardlines Premium Membership Total Base Savings

	Savings
HHIQ	\$90
Annual Report Bundle	\$850
Hardlines Conference and ORA Gala (1 attendee)	\$369
Classified ad (250 words, logo included)	\$897
<b>TOTAL</b>	<b>\$2,206</b>