

HARDLINES
HIQ
HOME IMPROVEMENT QUARTERLY

2011
MEDIA KIT





At last.

A publication designed to help you run your business in the 21st Century.

Introducing *Hardlines Home Improvement Quarterly*, a brand new industry trade publication that has been carefully designed to meet the needs of the modern home improvement decision maker.

Only Hardlines, Canada's most respected news service for the retail home improvement market, has the knowledge, the data and the connections to deliver this quality of trade insight to the retail community.

More than a magazine.

HHIQ is the single source for insight, information and analysis about the competitive home improvement market you operate in.

Each issue is a full-fledged report on the latest trends shaping home improvement retailing. It provides the latest strategic intelligence on the industry's top retailers and suppliers — what they are doing to gain market share, strengthen their operations and improve their position in the marketplace.

Cut loose from the clutter.

HHIQ cuts through the clutter of information already out there to bring fresh news, insights and understanding in each quarterly issue.

Industry experts at your fingertips.

Each issue of *Hardlines Home Improvement Quarterly* relies on the knowledge and experience of the home improvement industry's top editors and analysts.

HHIQ draws on the legacy of Hardlines' 16 years tracking and analyzing this industry, with data and information on the size, growth, market shares and competitive strategies of the retail chains, buying groups, co-ops and wholesalers that drive this industry.

Analysis at its best.

Drawing from the extensive Hardlines Database of industry intelligence, each issue of HHIQ will feature detailed analysis of the marketplace — the retail chains, buying groups, wholesalers and co-ops. HHIQ's editorial then goes even deeper, examining this data from the perspective of the retailers themselves.



Our editorial schedule.

Second Quarter (MAILS APRIL 7)

Report: Update on Independents; Canada's Top 10 Retailers;
Category Spotlight: Siding, Power Tools, Roofing

Third Quarter (MAILS JULY 7)

Report: the Buying Groups; Annual Market Size Report; New Product Trends;
Category Spotlight: Paint & Sundries, Insulation, Kitchen & Bath

Fourth Quarter (MAILS OCTOBER 6)

Big Box Report: update on North America's top home improvement retailers
– Home Depot, Lowe's, Canadian Tire and RONA; Hardlines Conference
Preview; Category Spotlight: Housewares, Hand Tools, Barbecues

First Quarter (MAILS JANUARY 8, 2012)

Report: Canada's Wholesale Distributors; Newsmaking Events that will shape
the year ahead; Industry Trends to Watch; Face to Face with Industry Leaders;
Category Spotlight: Building Materials, Lawn & Garden, Cleaning Products

PLUS — in each issue of HHIQ:

- **Industry News**
- **Quarterly Business Conditions Results** — our proprietary survey of retailers and suppliers
- **Economic Indicators** — up-to-date reporting on the latest economic trends that affect your business
- **Executive Interview** — Face-to-face with industry leaders
- **In My Store:** a case study of specific issues affecting the Retail Decision Maker
- **Contractor File** — connecting with the pro customer
- **Merchandising File** — the latest tips for keeping your retail operations in top form





Message from the Editor.

Increased competition. Blurring retail lines. Erratic housing markets. A stumbling economy. Staff turnover. Succession. Training.

The list of challenges facing a retail decision maker every single day can be staggering. We are here to help. *Hardlines Home Improvement Quarterly* will deliver concise, in-depth reporting and analysis of the issues that test – and drive – home improvement retailing today.

HHIQ uses Hardlines' rich resources of knowledge and research. No other team possesses the understanding of the issues in home improvement retailing like Hardlines does. That's why we've been able to gather the industry's top retail reporters and editors to investigate the topics of the day.

Combined with the wealth of data available to us through our exclusive Hardlines Database and proprietary surveys, we are in a unique position to provide valuable statistics and analysis to help retail decision makers understand their market and plan their business decisions.

I look forward to serving this industry even more through the pages of this exciting new venture, *Hardlines Home Improvement Quarterly*.

Signed,

A handwritten signature in black ink, which appears to read "Michael McLarney". The signature is fluid and cursive.

Michael McLarney

Editor, *Hardlines Home Improvement Quarterly*

Message from the Publisher.



Hardlines has built its 16 years of success on effective partnerships.

I am pleased to offer a new, innovative – and direct – way for industry suppliers to partner with us to communicate your message to the home improvement decision makers. At the local hardware store or building centre as well as in corporate buying offices, this is the magazine that will be consulted today and in the coming months.

With circulation that includes Canada's most progressive and innovative retail leaders, *Hardlines Home Improvement Quarterly* offers you a sophisticated, intelligent vehicle for delivering your message.

Hardlines has demonstrated its commitment to this industry for 16 years with a weekly news service, ground-breaking research, industry leading reports, important awards programs, networking events and the Hardlines Executive Conference. Now we have the leading publication for industry knowledge.

I invite you to partner with us in this exciting new venture to deliver your message in the most credible and affordable manner possible.

Signed,

Beverly Allen

Publisher, *Hardlines Home Improvement Quarterly*

663

Circulation.

Our Readership

The Who's Who of home improvement retailing

Hardlines Home Improvement Quarterly will be sent to this industry's leading retailers, buyers, and head office executives.

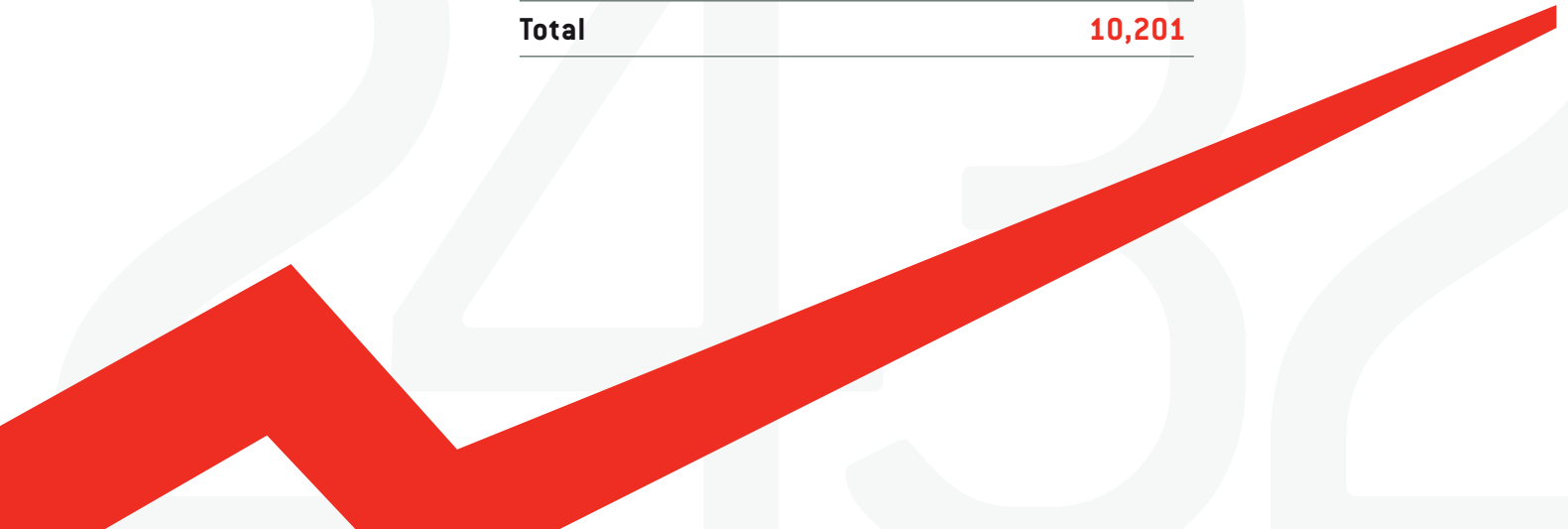
The Industry's Decision Makers.

HHIQ will reach the top retailers in all of Canada's home improvement buying groups, retail chains, co-ops and mass merchant head offices.

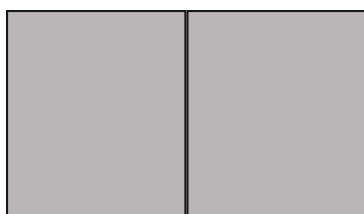
Hardlines has enjoyed a long and trusted relationship with the executives, managers and other decision makers in Canada's home improvement industry for more than 16 years. These individuals will be the readers of Canada's newest — and most incisive — trade publication.

Corporate, Head Office & Buyers	1,614
Building Supply Dealers	5,492
Hardware Retailers	2,432
Wholesalers & other Retailers	663
Total	10,201

1,614



Ad Specs.



Double Page Spread

Trim Size: 18" x 10.875"
 With Bleed: 18.5" x 11.375"
 Type Safety Area: 17" x 9.875"
 Non-Bleed Ad Size: 17" x 9.875"



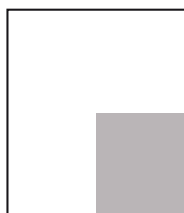
Full Page

Trim Size: 9" x 10.875"
 With Bleed: 9.5" x 11.375"
 Type Safety Area: 8" x 9.875"
 Non-Bleed Ad Size: 8" x 9.875"



Half Page Horizontal

Trim Size: 9" x 5.375"
 With Bleed: 9.5" x 5.625"
 Type Safety Area: 8" x 4.875"
 Non-Bleed Ad Size: 8" x 4.875"



Quarter Page Square

Trim Size: 4.5" x 5.375"
 With Bleed: 5" x 5.625"
 Type Safety Area: 3.875" x 4.875"
 Non-Bleed Ad Size: 3.875" x 4.875"

Trim Size: 9" x 10.875"

File Requirement:

PDF-X1a with fonts embedded or outlined plus all pictures saved in CMYK.

Photos:

300 dpi, CMYK mode. Maximum density should not exceed 300.

Colours:

CMYK colours only. NO PANTONE COLOURS.

Rich Blacks:

Use 100K combined with 40C to provide rich black.

Trapping:

Do not perform trapping. Printer will perform trapping.

Proof:

Specifications for Web Offset Publications (SWOP) certified colour proof is required. Proofs should be at 100% size of file submitted, and include bleeds and trims. Hardlines Home Improvement Quarterly will not be responsible for colour or any other deviation from original file without a SWOP colour proof supplied by advertiser.

For further information, email the Production Manager at production@hardlines.ca.



Ad Rates.

Four Colour Ad Rates

Ad Size	1x	3x	4x
DPS	\$9700	\$9400	\$9095
Full Page	\$5430	\$5185	\$4885
Half Page	\$3790	\$3630	\$3470
1/4 Page	\$1975	\$1885	\$1845

Production Schedule

Issue	Ad Space	Ad Material	Mail
Second Quarter	February 25	March 18	April 7
Third Quarter	May 27	June 16	July 7
Fourth Quarter	August 26	September 13	October 6
First Quarter	December 1	December 22	January 12

Additional Information

Premium Positions

Outside Back Cover add 20%
Inside Front Cover add 15%
Inside Back Cover add 10%

Insert/Outsert rates available upon request.

Magazine Specifications

Cover: 8 pt Silk Cover, Matte AQ Coating
Paper: 60 LB Silk Text
Binding: Saddle Stitch
Special Colours: Available upon request
Trim Size: 9" X 10.875"

Contact us:

EDITORIAL

Michael McLarney

EDITOR

mike@hardlines.ca
416.489.3396

Brady Peever

PRODUCTION MANAGER

brady@hardlines.ca
416.489.3396

SALES

Beverly Allen

PUBLISHER

bev@hardlines.ca
647.880.4589

David Chestnut

MANAGING CONSULTANT

david@hardlines.ca
416.725.7992

HARDLINES

360 Dupont Street
Toronto, ON M5R 1V9
www.hardlines.ca