

HARDLINES
HiQ
HOME IMPROVEMENT QUARTERLY

2012
MEDIA KIT



THE PERFECT PACKAGE. ONLY FROM HARDLINES.



2012 editorial schedule.

First Quarter (MAILS JANUARY 12)

Reports: Wholesale Distributors, Retail Technology, 2011 in Review

Category Spotlights: Insulation, Cleaning Products, Product Trends

Second Quarter (MAILS APRIL 26)

Reports: Update on Independents, Top 10 Retail Groups, Succession Planning

Category Spotlights: Siding, Power Tools, Roofing

Third Quarter (MAILS JULY 13)

Reports: Buying Groups, Retailer Market Share, Profiles in Leadership

Category Spotlights: Paint & Sundries, Housewares, Kitchen & Bath

Fourth Quarter (MAILS OCTOBER 1)

Reports: Big Boxes, Rural Markets, Hardlines Conference

Category Spotlights: Hand Tools, Barbecues, Lawn & Garden

PLUS

In each issue of HHIQ:

- **Industry News**
- **Business Conditions** – 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** – case study of a specific issue facing a retail decision maker
- **Contractor File** – connecting with the pro customer
- **Merchandising & Store Design** – the science of retail display and brand-building





Circulation.

Our Readership.

The Who's Who of home improvement retailing.

Hardlines Home Improvement Quarterly 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.

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 are 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

2012 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

Premium Positions

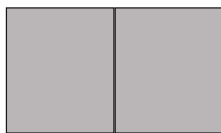
Outside Back Cover add 20%
Inside Front Cover add 15%

Inside Back Cover add 10%
Insert/Outsert rates available upon request.

Production Schedule

Issue	Ad Space	Ad Material	Mail
First Quarter	December 8	December 20	January 12
Second Quarter	March 15	April 5	April 26
Third Quarter	May 31	June 21	July 13
Fourth Quarter	August 23	September 13	October 1

Ad Specs.



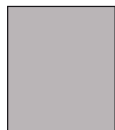
Double Page Spread

Trim Size: 18" x 10.875"

With Bleed: 18.25" x 11.125"

Type Safety: 17" x 9.875"

Non-Bleed Size: 17" x 9.875"



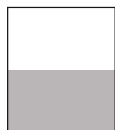
Full Page

Trim Size: 9" x 10.875"

With Bleed: 9.25" x 11.125"

Type Safety: 8" x 9.875"

Non-Bleed Size: 8" x 9.875"



Half Page Horizontal

Trim Size: 9" x 5.375"

With Bleed: 9.25" x 5.625"

Type Safety: 8" x 4.875"

Non-Bleed Size: 8" x 4.875"



Quarter Page Square

Trim Size: 4.375" x 5.375"

With Bleed: 4.625" x 5.625"

Type Safety: 3.875" x 4.875"

Non-Bleed Size: 3.875" x 4.875"

Contact us:

AD SALES

Beverly Allen

PUBLISHER

bev@hardlines.ca
647.880.4589

EDITORIAL

Michael McLarney

EDITOR

mike@hardlines.ca
416.489.3396

Brady Peever

PRODUCTION MANAGER

brady@hardlines.ca
416.489.3396

HARDLINES

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

