

HOME IMPROVEMENT RETAILING

**JUMP
AHEAD
IN 2010**



2010 Editorial Schedule

Jan/Feb **VIEWS FROM OUR LEADERS**, includes business forecasts and trends. Outstanding Vendor Awards. Closes for advertising - Dec. 12, 2009.

Mar/Apr **CANADA'S TOP RETAILERS - Annual Report** - the biggest retailers, wholesalers and buying groups detailed, including sales figures, industry trends, and interviews with industry leaders! Features include: **PAINTS & COLOURS. ELECTRONIC TOOLS.** Closes for advertising - Feb. 20, 2010.

May/Jun **ANNUAL FLOORING REPORT**, a Review of **KITCHEN & BATH**, and an update on **INSULATION**. Closes for advertising - Apr. 17, 2010.

September **ENERGY EFFICIENT HOMES** - Insulation, lighting and energy efficient products - with bonus features on **CONTRACTOR TRUCKS**. Closes for advertising - Aug. 14, 2010.

October **TRENDS IN PAINT & INTERIOR DESIGN** includes **INTERIOR DOORS**. Closes for advertising - Sept. 15, 2010.

December **Annual BANNERS' REPORT** - Complete franchising guide to home improvement retailers. Includes details on the features and benefits of each banner. Closes for advertising - Nov. 16, 2010.



CONTRACTOR BUSINESS FEATURE ARTICLES

Jan/Feb -- Material Management -- Kitchen Renovations
Mar/Apr -- New Concepts in Decking -- Exterior Siding
May/Jun -- Outdoor Windows & Doors
September -- Selling Insulation Products
October -- Fleet Update
December -- Selling Exterior Doors



Sometimes Shocking. Often Fun. Always Informative.

That's what readers think of Home Improvement Retailing's editorial content. It provides retailers, buyers and manufacturers with information on Canada's home improvement industry that helps them run their businesses better. **Editorial with a difference.** Special features are part of the story, but the real reader appeal and publication uniqueness comes from special departments like "Make More Sales", "Coach Your Team", "The Female Shopper", "Manager's Mind", "Contractor Business", "Publisher's Perspective", "Frontlines", "Editor's View", "Retailing By Design", "The Leaders", and more. Every issue reaches the people you need to reach, and they read HIR one page at a time. Be there. Join us every issue.



**HOME
IMPROVEMENT
RETAILING**

Your Key to Retailers

A Publication of Powershift Communications Inc.

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HERE'S THE KEY TO SUCCESS

Readers read in isolation. You can only read one magazine at a time, one page at a time. As that happens, **HOME IMPROVEMENT RETAILING** commands a reader's complete attention. If your ad message isn't there, you've missed a special opportunity to bond with almost 15,000 industry contacts. Don't leave HIR to the exclusive use of your competitors! Buyers always look for reasons they should deal with you. Advertising influences them. *Join HIR. Every issue.*

Ad Size	1 X	3 X	6 X
Full Page (7 x 10") incl. 4/c	\$6165	\$5795	\$5395
Double Page Spread incl. 4/c	\$10595	\$9910	\$9195
2/3 Page incl. 4/color	\$5240	\$5015	\$4770
1/2 Page incl. 4/color	\$4155	\$3935	\$3695
1/3 Page incl. 4/color	\$2990	\$2815	\$2620
1/4 Page incl. 4/color	\$2260	\$2130	\$1990
MARGIN MAKERS - 1 Unit	\$925	\$870	\$810
MARGIN MAKERS - 2 Units	\$1815	\$1720	\$1620
MARGIN MAKERS - 3 Units	\$2460	\$2275	\$2085

Mechanical Specs	Formats
Full Page - Page Size	Page Size: 8 1/8" w x 10 7/8" h Standard Page: 7" w x 10" h Bleed Page: 8 1/4" w x 11 1/8" h
2/3 Page	Vertical: 4 5/8" w x 10" h
1/2 Page	Horizontal: 7" w x 4 5/8" h Vertical: 3 3/8" w x 10" h Island: 4 5/8" w x 7 1/2" h
1/3 Page	Square: 4 5/8" w x 4 5/8" h Vertical: 2 1/4" w x 10" h
1/4 Page	Standard: 3 3/8" w x 4 7/8" h
MARGIN MAKERS - 1 Unit	2 3/8" w x 4 1/2" h
MARGIN MAKERS - 2 Units	5" w x 4 1/2" h
MARGIN MAKERS - 3 Units	7" w x 4 1/2" h

**AFFORDABLE AD RATES
AMAZING MARKET COVERAGE**

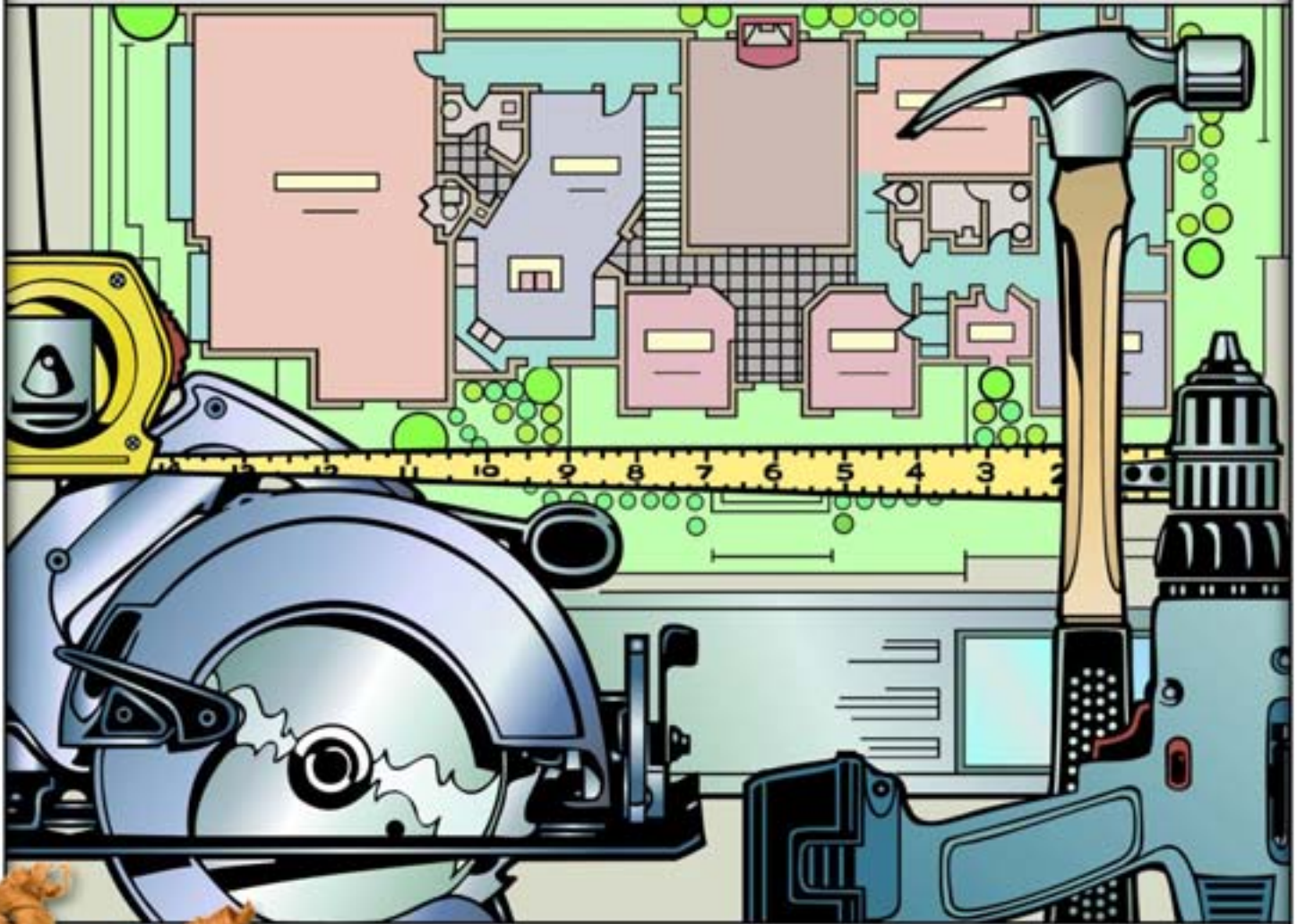
As you can see from the charts above, HOME IMPROVEMENT RETAILING's ad rates are very affordable and provide in-depth audited market coverage in a unique editorial package. You get them all with HIR...retailers, buyers and distributors!

The greatest one-two punch available today is HIR and BUYER NEWS. Buyer News reaches ONLY BUYERS - in Canada and the USA. Special 'combined ad rates' are available to those companies taking advantage of the coverage from both magazines! Ask us today.

**Call Dante Piccinin
or Andy Feldman
for a Media Kit at
416-494-1066**



WE'LL TAKE YOUR MESSAGE TO MARKET ALL YEAR LONG!



By any measure, HOME IMPROVEMENT RETAILING magazine will affordably deliver Canada's home improvement market to you. All year long, you can use HIR to build your business and sell your brand.

This is not the time to leave this magazine to the exclusive use of your competitors. Out of sight - out of mind. Be there, when buying decisions are being made at the retail and distribution level. We'll take you to market.

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