

**2011 MEDIA PLANNER**

**Celebrating 15 years of Service to Canada's Home Improvement Market**

**HOME IMPROVEMENT RETAILING**

# 2011 EDITORIAL SCHEDULE

- Jan/Feb**   **VIEWS FROM OUR LEADERS**, includes business forecasts and trends. Outstanding Vendor Awards. Closes for advertising - January 7, 2011.
- 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 - March 4, 2011.
- May/June**  **ANNUAL FLOORING REPORT**, a Review of **KITCHEN & BATH**, and an update on **INSULATION**. Closes for advertising - May 6, 2011.
- September**  **ENERGY EFFICIENT HOMES** - Insulation, lighting and energy efficient products - with bonus features on **CONTRACTOR TRUCKS**. Closes for advertising - August 19, 2011.
- October**  **TRENDS IN PAINT & INTERIOR DESIGN** includes **INTERIOR DOORS**. Closes for advertising - September 23 2011.
- December**  **Annual BANNERS' REPORT** - Complete franchising guide to home improvement retailers. Includes details on the features and benefits of each banner. Closes for ads - Nov. 25, 2011.

## CONTRACTOR BUSINESS FEATURE ARTICLES

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



### **Our Readers Get What They Need Every Morning...**

For over 5 years, HIR readers have been able to log into our exclusive **Online News Alerts every workday morning!** As an advertiser in HIR you can reach them every day for 50% off the regular website ad rates. **See it work at [www.hirmagazine.com](http://www.hirmagazine.com)**

**Call Dante Piccinin or Andy Feldman at 416-494-1066**



# HOME IMPROVEMENT RETAILING

**Industry Experience since 1988 - Industry Leadership since 1995**  
A Publication of Powershift Communications Inc.



Ad Rates By Frequency	1 X	3 X	6 X
Full Page (7 x 10") incl. 4/c	\$6290	\$5795	\$5395
Double Page Spread incl. 4/c	\$10810	\$9910	\$9195
2/3 Page incl. 4/color	\$5345	\$5015	\$4770
1/2 Page incl. 4/color	\$4240	\$3935	\$3695
1/3 Page incl. 4/color	\$3050	\$2815	\$2620
1/4 Page incl. 4/color	\$2305	\$2130	\$1990
<b>MARGIN MAKERS - 1 Unit</b>	<b>\$995</b>	<b>\$895</b>	<b>\$840</b>
<b>MARGIN MAKERS - 2 Units</b>	<b>\$1890</b>	<b>\$1775</b>	<b>\$1685</b>
<b>MARGIN MAKERS - 3 Units</b>	<b>\$2520</b>	<b>\$2345</b>	<b>\$2160</b>

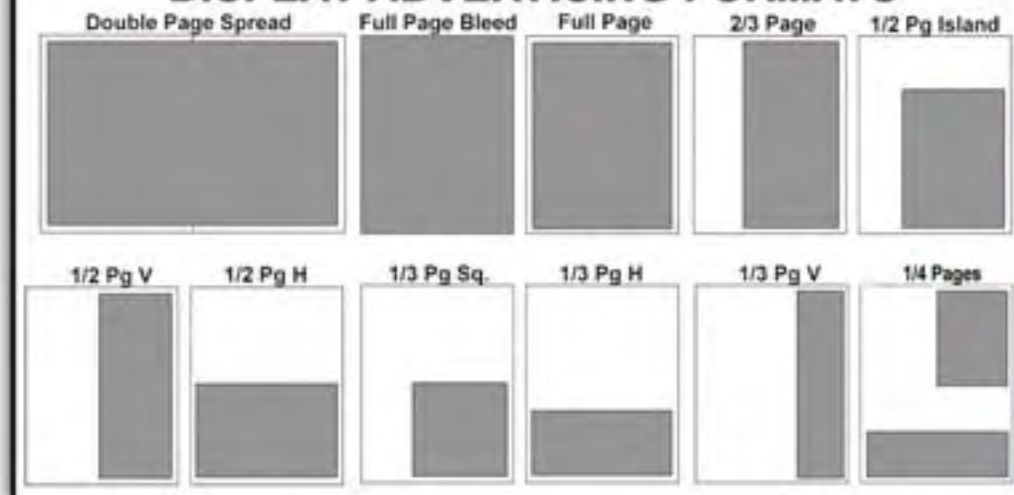
**INDUSTRY  
EXPERIENCE  
SINCE 1988**

*HIR*

**INDUSTRY  
LEADERSHIP  
SINCE 1995**

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! Special ad opportunities are available: Gatefold Covers, Corporate Profiles, Sponsored Sections, Reader Roundtables, and more...including exciting internet exposure. Ask us for full details.

### DISPLAY ADVERTISING FORMATS

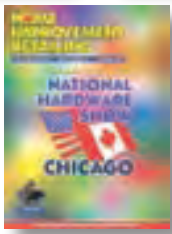


Trim Size: 8 1/8"w x 10 7/8"h, Bleed page: 8 1/4"w x 11 1/8"h, Std Page 7"w x 10"h  
 2/3 Pg: 4 5/8"w x 10"h; 1/2 Pg: 7"w x 4 5/8"h or 3 3/8"w x 10"h or 4 5/8"w x 7 1/2"h  
 1/3 Pg: 4 5/8"w x 4 5/8"h or 7"w x 3 1/4"h or 2 1/4"w x 10"h  
 1/4 Pg: 3 3/8"w x 4 7/8"h or 7"w x 2 1/4"h

### Margin Maker Format



3 UNIT: 7"w x 4 1/2"h,  
 2 UNIT: 5"w x 4 1/2"h,  
 1 UNIT: 2 2/3"w x 4 1/2"h



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

*Use Home Improvement Retailing's Marketing Services to build your business and sell your brand.*

**HOME IMPROVEMENT RETAILING**

A Publication of Powershift Communications Inc.  
245 Fairview Mall Drive, 5th floor, Toronto, ON M2J 4T1  
Ph. 416-494-1066 - Website: www.hirmagazine.com

