

HARDWARE Retailing™

Bringing Home Improvement Retailers,
Manufacturers and Distributors Together
For More Than 100 Years

2017 Media Kit

Revenue That Gives Back to the Independent Community

First off, let me thank you for considering *Hardware Retailing* as part of your 2017 marketing plans. I believe the further you read through this guide, the more you'll understand why *Hardware Retailing* offers a truly valuable opportunity to expose your brand to independent home improvement retailers.

We hope the information we include in these pages will give you a better understanding of the market, our promotional programs, circulation and all the things you might need to consider when reviewing your advertising options. There is, however, one truly unique aspect to *Hardware Retailing* that I don't believe charts, graphs or schedules can convey—and it is this “unique” quality that adds immeasurable value to your advertising buy.

Consider this...

Hardware Retailing magazine is OWNED by its readers. That's right. The magazine is published by the North American Retail Hardware Association, a not-for-profit association that is owned and governed by independent home improvement retailers. Other than these retailers, there are no publishing companies, shareholders, partners or principles who control this magazine.

This is important because it means that *Hardware Retailing* is a direct reflection of the needs of its readers. They choose to publish the magazine and engage with it because it serves their needs.

Independent home improvement retailers want a communications vehicle to learn about each others' business operations, share ideas, stay up to date on consumer trends and FIND NEW PRODUCTS to drive their businesses. *Hardware Retailing* is that vehicle—their vehicle.

The fact that *Hardware Retailing* belongs to the retailers is also highly important because it means that every ad purchased in a *Hardware Retailing* property serves a dual purpose. At one level, it exposes independent retailers to exciting new products and services in the most well-respected media brand in the industry. But in addition to that, the revenue generated by advertising in *Hardware Retailing* also allows for the creation of other programs that serve independent retailers in areas like training and education, research, small business awareness and much, much more.

So, as you review your advertising options for 2017, I would encourage you to take all of this information into consideration. Of course, you need to make the marketing decision that is right for your company and brand, but I strongly feel that after you learn more about *Hardware Retailing*, you'll find there is truly only one partner that makes sense for you in this industry.

Thank you, and please enjoy our 2017 media kit.



Dan M. Tratensek
Publisher/Vice President, Publishing
Hardware Retailing/North American Retail Hardware Association



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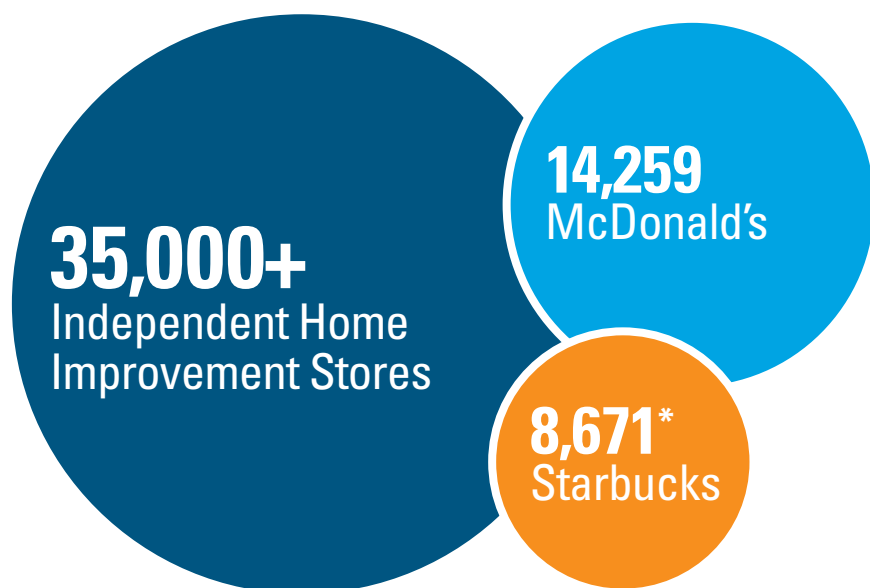
Calendar & Ad Specs

This kit also includes a variety of programs and opportunities in the *Hardware Retailing* family of products.

Independent Home Improvement Retailers

There are many misconceptions about the size, growth trajectory and influence of the independent home improvement retailing market. **Here are a few facts that may surprise you.**

There are More Independent Home Improvement Retailers than Starbucks and McDonald's Stores Combined!



*Corporate-owned stores
Source: Starbucks and McDonald's 2014 Annual Reports

A Stable Industry

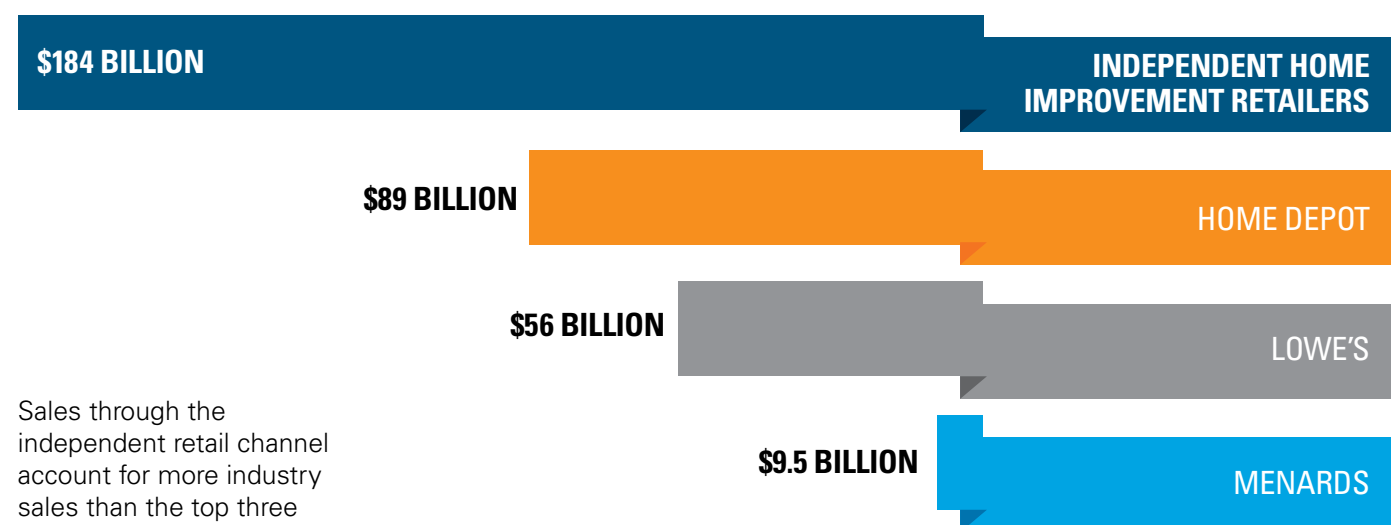
Annual sales through independent home improvement retailers amount to more than annual sales for ALL:

- SHOE STORES
- SPORTING GOODS STORES
- BOOK STORES
- HOBBY STORES
- MUSIC STORES
- OFFICE SUPPLY STORES
- STATIONERY STORES
- GIFT STORES

COMBINED

Source: U.S. Department of Commerce 2013

Hardware Industry 2015 Sales Breakdown



Sales through the independent retail channel account for more industry sales than the top three big-box chains combined.

Source: NRHA 2016 Industry Overview/ 2015 Company Annual Reports/ NRHA Estimates

Hardware Retailing

Now that you have some information on the independent home improvement industry, here are a few facts about the industry's leading magazine that caters to these companies—*Hardware Retailing*.

84%

84 percent of the retailers who make up *Hardware Retailing's* readership are predicting sales growth over the next three years.

Source: NRHA 2015 State of Independents Conference

95%

In a recent survey, 95 percent of readers say they seek more information about the products they see advertised in *Hardware Retailing*.

98%

98 percent of *Hardware Retailing's* readers say they actively read the ads in EVERY ISSUE.

81%

Nearly 81 percent of *Hardware Retailing's* readers say they hold on to their issues more than one month. 15 percent keep them around for seven months or more!

3.5

Each issue of *Hardware Retailing* is typically read by 3.5 individuals per location. That means the subscriber passes each issue along to 2.5 additional people in their organization every month!

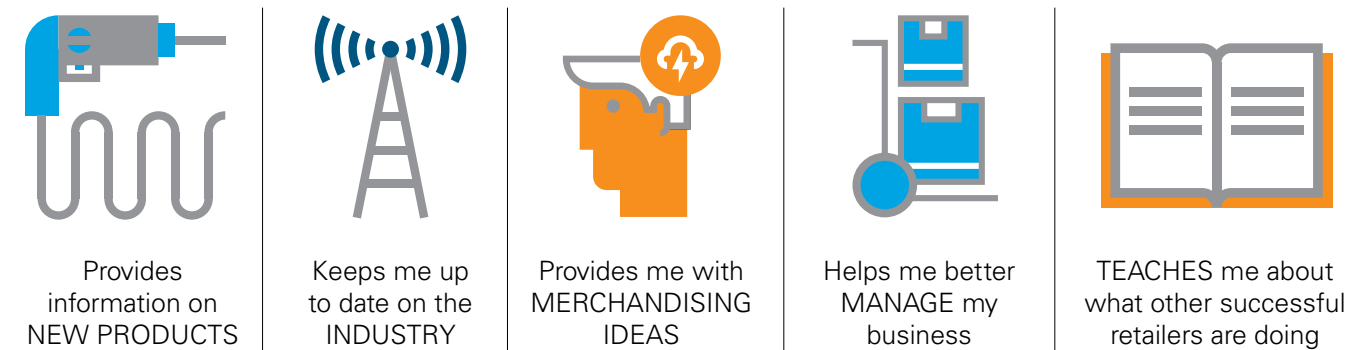
3x

Hardware Retailing, on average, carries three times the advertising as its nearest competitor. That's because marketers know an ad in *Hardware Retailing* works!

Source: Independent Media Tracking Service

Source: Hardware Retailing 2016 Magazine Readership Study (unless otherwise noted)

Here Are the Top Five Reasons Retailers Say They Read *Hardware Retailing*



Source: Hardware Retailing 2016 Magazine Readership Study

Hardware Retailing and NRHA

Hardware Retailing's properties serve as the primary communications vehicle for the North American Retail Hardware Association (NRHA).

Because NRHA is a not-for-profit association, the revenue generated by advertising in Hardware Retailing properties goes to fund additional programs, services and research conducted by the association.

When you advertise with Hardware Retailing, you are DIRECTLY SUPPORTING the independent home improvement retailers who BUY YOUR PRODUCTS!



A Quick Look at NRHA

NRHA has been in existence since 1900. The not-for-profit association was formed by a group of retailers looking to consolidate resources and develop programs and services that could serve a common good.

Today, that mission is unchanged. NRHA is still a not-for-profit and is still governed by a board of independent home improvement retailers and works for the good of the 35,000+ independent home improvement retailers in the United States and Canada.

Its mission is simple: "To help independent hardware stores, home centers and lumberyards, regardless of wholesale affiliation, become better and more profitable retailers."



Educate

NRHA offers a wide variety of educational opportunities for retailers and their staffs. Aside from *Hardware Retailing*, NRHA produces hundreds of hours of online training and dozens of downloadable PDFs, and hosts two college-level courses annually.



Advocate

On behalf of the entire independent retail family, NRHA provides a collective voice for retailers to other members of the channel, consumers and government entities.



Associate

With tons of options and engagement levels, retailers can find an area that matters to them. NRHA offers topic-focused roundtables, educational conferences and events, and retail management programs.



NRHA's Impact

While *Hardware Retailing* is well-known and respected by retailers throughout the U.S. and Canada, NRHA's impact on the industry goes far deeper than what appears in the pages of the magazine.

And, though *Hardware Retailing* may be one of NRHA's most visible products, the Association has an impact throughout the industry in many ways. Here are just a few:



NRHA's **Basic Training Course in Hardware Retailing** is the industry standard for interactive online product knowledge training. It is so widely used that tens of thousands of retail hardware employees go through the courses every year.



The NRHA's Annual **Cost of Doing Business Study** has been providing retailers with critical performance benchmarking data for nearly 100 years and is referenced by everyone from leading distribution executives to the industry's best-in-class retailers.



NRHA's **Retail Management Certification Program** serves as the industry's only graduate-level leadership training program specifically geared toward developing the next generation of leaders for the home improvement industry. So far, dozens of students have graduated from this intensive six-month program and generated millions of dollars in return on investment for their companies.



The NRHA **State of Independents Conference** is the **ONLY** industry event that brings together attendees from across the home improvement channel to learn about the challenges and opportunities facing independent home improvement retailers.



The **National Hardware Show® brought to you by NRHA** is the industry's leading trade show. Every year, NRHA is center stage at the National Hardware Show, producing and delivering the entire educational program for this event.



In addition to the National Hardware Show, NRHA has a presence at **EVERY MAJOR SHOW** in the industry, often taking an active role speaking at distributor shows or keeping up with the latest trends at other national and international events.



Most importantly, each year, **NRHA's staff visits with hundreds of retailers** both in their stores and at NRHA's headquarters, learning how the NRHA can do a better job at fulfilling its unique mission. No other media company has these kinds of relationships at retail.



“When retailers are calling you because they saw your ad in *Hardware Retailing*—that’s money well-spent.”

—Darci Kunard, Sashco



\$40 Billion

The home improvement industry will expand by nearly \$40 billion by 2019.

Source: NRHA/Hardware Retailing Annual Market Measure Report, 2015



4.1% CAG

Growth in the home improvement retailing industry is predicted to peak over the next few years.

Source: NRHA/Hardware Retailing Annual Market Measure Report, 2015

An Industry Poised for Growth!

Research indicates that the home improvement retailing market will continue to expand at a brisk pace over the next four years.

Take advantage of this growth cycle to introduce or reinforce your brand with the industry’s independent retailers.

Industry Growth Rate Continues

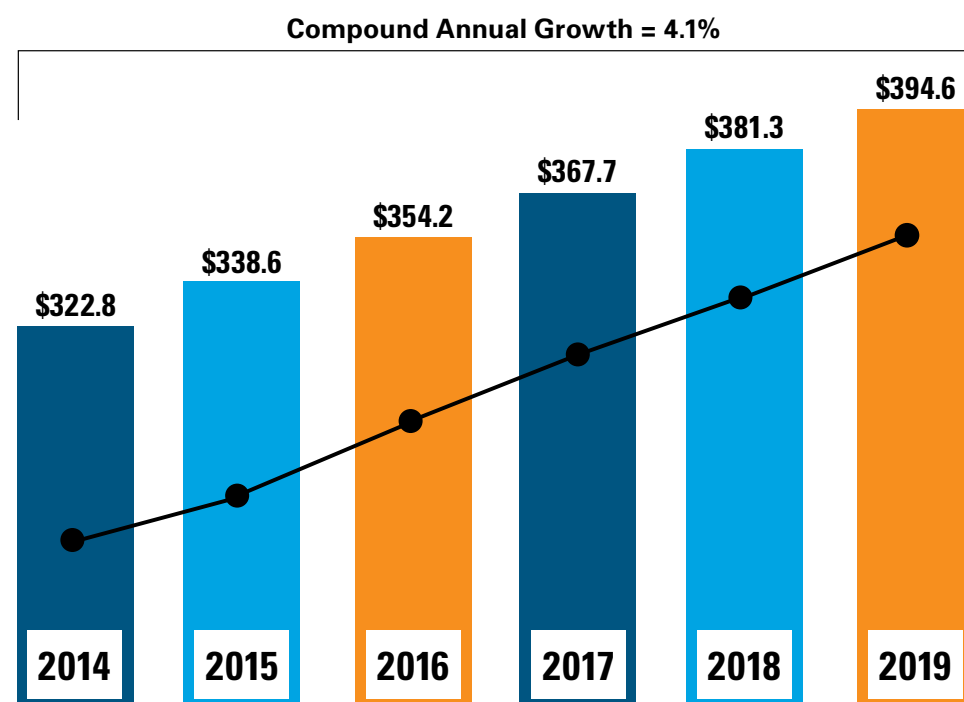


Source: NRHA/Hardware Retailing Annual Market Measure Report, 2015

Source: Home Improvement Research Institute

Growth in the Home Improvement Industry

In Billions of Dollars



Source: NRHA/Hardware Retailing Annual Market Measure Report, 2015

The Economy & Retailers Are Planning For Growth in the Coming Years!

In a recent comprehensive research study conducted by the North American Retail Hardware Association for its State of Independents Conference, 84 percent of retailers surveyed said they were **actively looking to add products** to their inventory this year, while nearly two-thirds said they were looking to expand into new categories as a means to grow their operations.

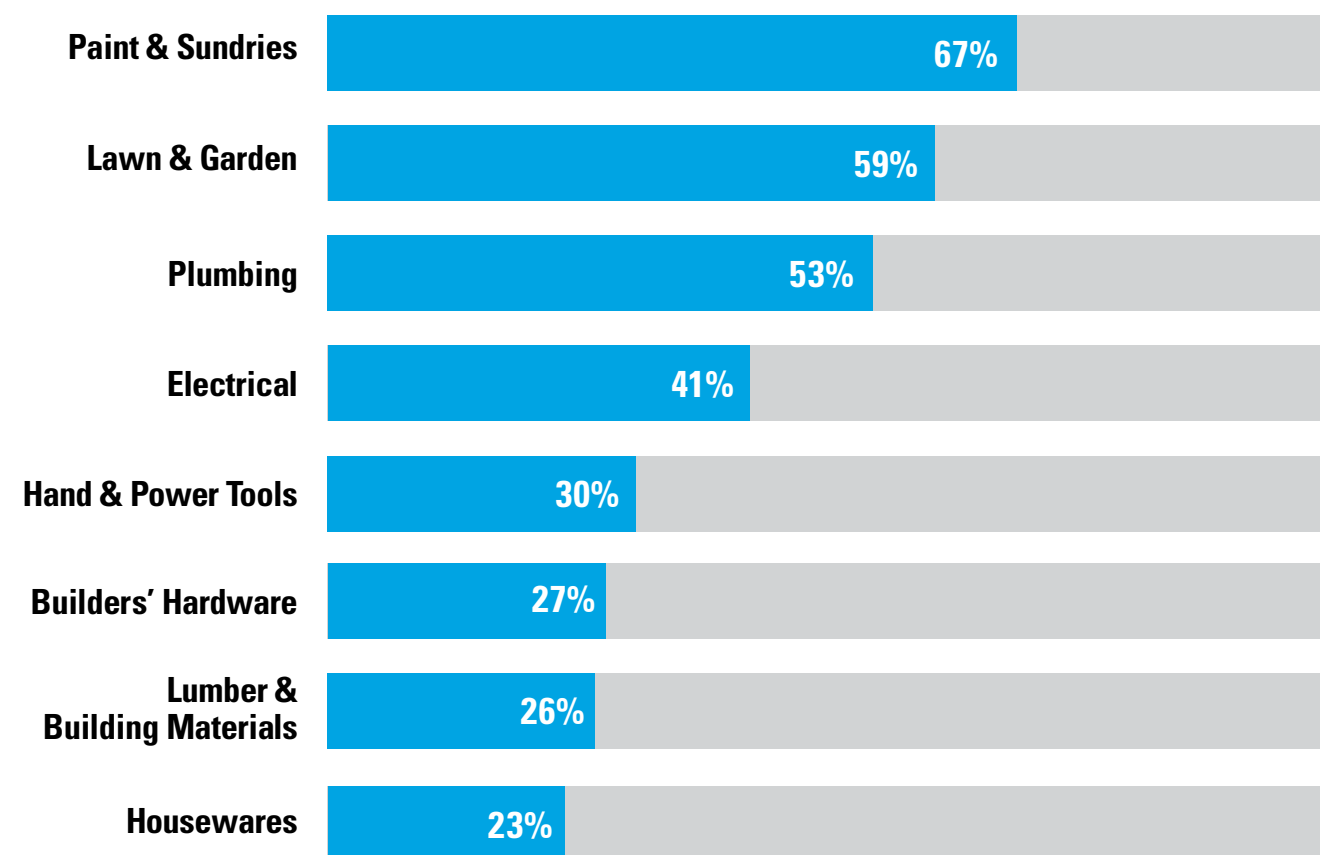
Additionally, more than 65 percent of retailers recently surveyed said that **adding products and categories** were their two biggest opportunities for short-term growth.

As the economy strengthens and independent retailers prepare to grow, make sure they are considering your products and brand!

Take Advantage of This Potential For Growth!

Growth Across Categories in the Home Improvement Industry

Percentage of *Hardware Retailing* readers planning for growth in the following categories:



Source: Hardware Retailing 2016 Magazine Readership Study



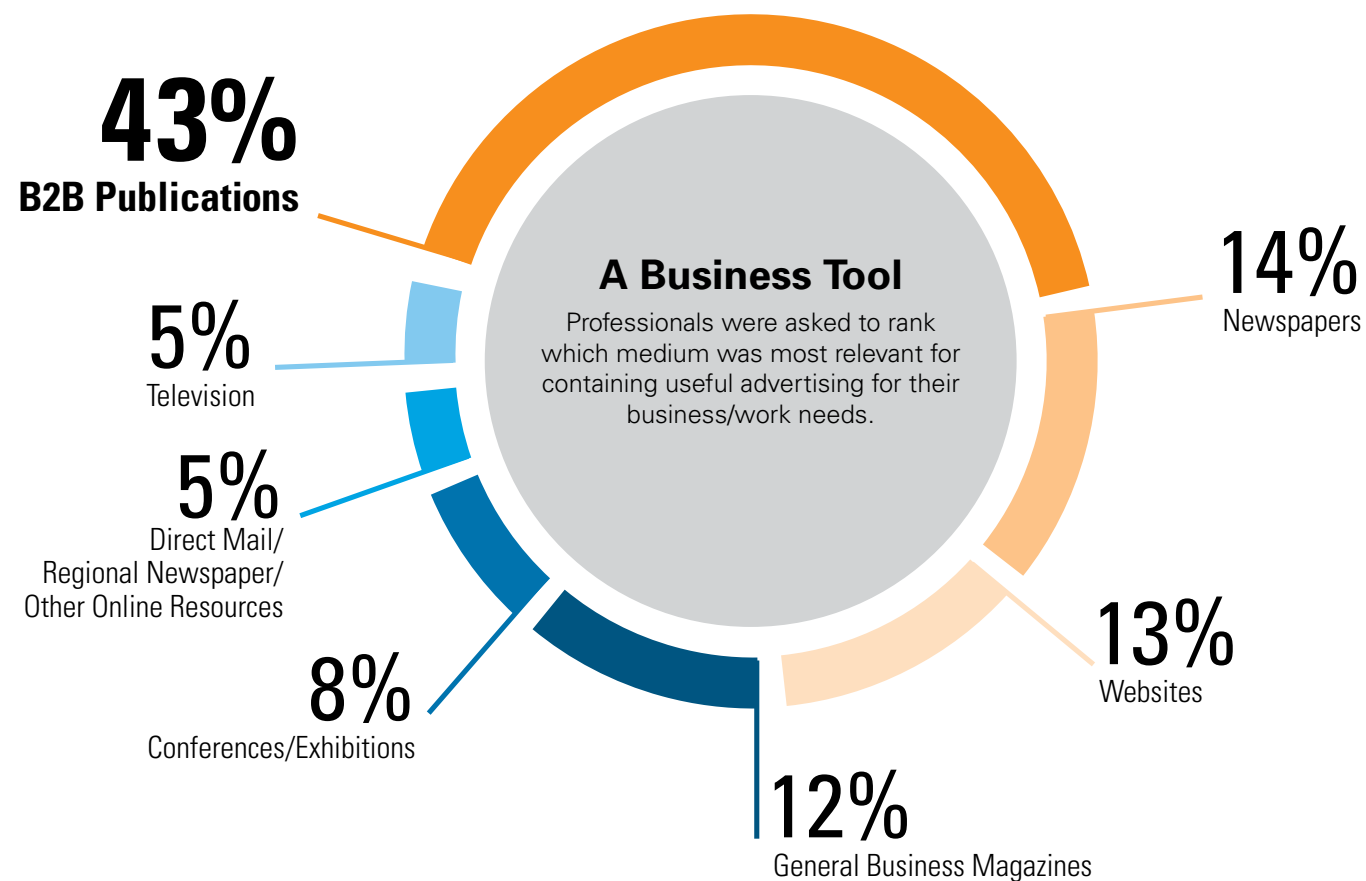
TRADE ADVERTISING WORKS!

Targeted, Impactful, Effective Brand Delivery

B2B Advertising Makes an Impact!

While the world of brand development and support has certainly changed over the last several years, one simple fact remains unchanged—**business-to-business or trade advertising is still effective, and still delivers a tremendous value to marketers.**

While consumer advertising efficacy has wavered, studies show that a consistent trade advertising program is not only still impactful but serves as a valued resource for buyers.



Trade Media, A Valued Resource

96%
of media users say they still read trade magazines to keep up on what's happening in their industry.

68%
of professionals say they spend more time with industry-related print publications than with mainstream or consumer-focused publications.

50%
of professionals say they read trade magazines weekly.

Source: 2013 ABM Value of B-to-B Report

Hardware Retailing: The B2B Advertising Leader in the Home Improvement Retailing Industry!

- *Hardware Retailing* is THE comprehensive solution for reaching independent home improvement retailers!
- *Hardware Retailing* offers a full spectrum of print and digital media solutions, along with opportunities for one-on-one engagement. NO OTHER INDUSTRY PUBLICATION offers this variety!
- Because of its unique and trusted position among retailers, *Hardware Retailing* is a go-to resource for finding new products and spotting trends!
- Readers also know that *Hardware Retailing's* advertisers are supporting the independent retailing community.

Where Do You Get Information About New Products?

In a recent survey, *Hardware Retailing* readers were asked how they like to find new products for their businesses. The results show that ads and articles in trade publications were second and third only to attending wholesaler markets.



Source: Hardware Retailing 2016 Magazine Readership Study

When a Company Advertises in *Hardware Retailing*... it Gets Noticed!

Hardware Retailing's readers not only rely on the magazine for how-to information and product trends, but they also use ads in the magazine as product sourcing tools!



Source: Hardware Retailing 2016 Magazine Readership Study



MOST READ, MOST RESPECTED

Setting the Standard for Industry Publishing

Hardware Retailing Belongs to the Retailers Who Read It!

Build Your Brand With a Respected Ally!

- *Hardware Retailing* has been a fixture for home improvement retailers for more than 100 years!
- The magazine is owned by the home improvement retailers who read it, so the readers know they can trust and rely on the information delivered in its pages!
- While fly-by-night publishers may come and go, retailers know that *Hardware Retailing's* sole purpose is to serve retailers' needs!
- *Hardware Retailing* is the only publication that delivers high-quality how-to management and new product information to retailers on a monthly basis.

Covering the Industry Like No Other!

Hardware Retailing has the largest editorial and research team of any publication covering the industry.

Each year, *Hardware Retailing's* editors are in hundreds of retail stores, called on to speak as industry experts at dozens of events and attend every major buying market and trade show in the home improvement landscape!

No other media company is engaged in the home improvement industry like *Hardware Retailing*!

Surround Your Ad With Meaningful, Respected Editorial Content! Call Your Sales Manager Today!



As not-for-profits, *Hardware Retailing* and the North American Retail Hardware Association (NRHA) only have one mission: **“to help independent home improvement retailers become better and more profitable.”**



“Through *Hardware Retailing*, we reach our target audience efficiently and effectively. We are able to communicate our products and their benefits to these important customers, thereby building crucial awareness, distribution, and results. Simply put, this has been our goal in advertising with *Hardware Retailing*, and it has worked beautifully for us.”

—David Kurrasch, KCO-Products

20x

Hardware Retailing beats its nearest competitor as the most trusted publication in the independent home improvement industry by almost 20 times.

Source: *Hardware Retailing* 2016 Magazine Readership Study

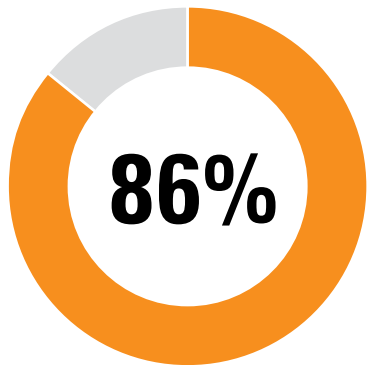


86 percent of retailers say “if they could only receive ONE industry publication, it would be *Hardware Retailing*.”

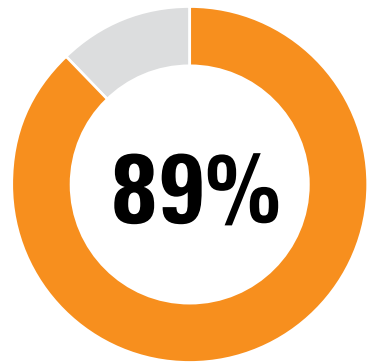
Source: *Hardware Retailing* 2016 Magazine Readership Study



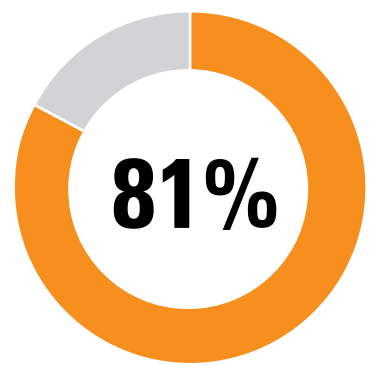
Nunda PRO Lumber & Hardware featured in November 2015



of readers agree with the statement that "Hardware Retailing magazine is an excellent source for information on new products."



of readers agree with the statement that "Hardware Retailing magazine is an excellent source for news about the industry and trends."

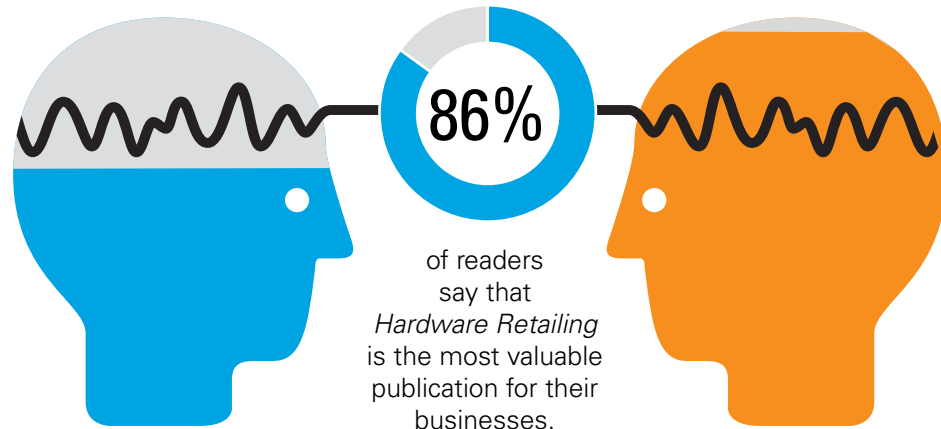


of readers agree with the statement that "Hardware Retailing magazine provides me with valuable information to help me run my business."

Source: Hardware Retailing 2016 Magazine Readership Study

Hardware Retailing Engages Readers Better Than Any Other Publication in This Industry!

Our readers don't just do a quick scan of headlines or flip through the pages as a novelty... They rely on *Hardware Retailing* as a tool to help them run their businesses.



2/3

of readers say they refer to articles in *Hardware Retailing* magazine and digital properties MULTIPLE TIMES each month.

99%

of *Hardware Retailing's* readers say they share the magazine with others in their business.

- 96 percent of independent home improvement retailers say they have read *Hardware Retailing* magazine this year. This is 3x the number of any other industry publication. Nearly half of the retailers surveyed say, "I never miss reading an issue of *Hardware Retailing*."
- *Hardware Retailing* is the only publication that delivers retailers a high-quality blend of how-to management advice and new product and trend information.
- This information is so valuable to retailers that 81 percent of all *Hardware Retailing* readers say they hold on to their issues for more than one month. Twenty percent keep them around for seven months or more! **That means your ad has an impact long after the month it's published.**
- *Hardware Retailing* is available to retailers however and wherever they want it with a monthly print edition, monthly digital edition, a website, weekly e-newsletter, mobile application and engaging social media presence.

Hardware Retailing Delivers the BEST VALUE for Your Advertising Investment!

Source: Hardware Retailing 2016 Magazine Readership Study



Kief Hardware featured in September 2016



"The hardware retailing business is a critical part of STIHL's success. Our investment in *Hardware Retailing* puts our message front and center in the most respected resource for our target audience."

—Roger Phelps, STIHL Inc.



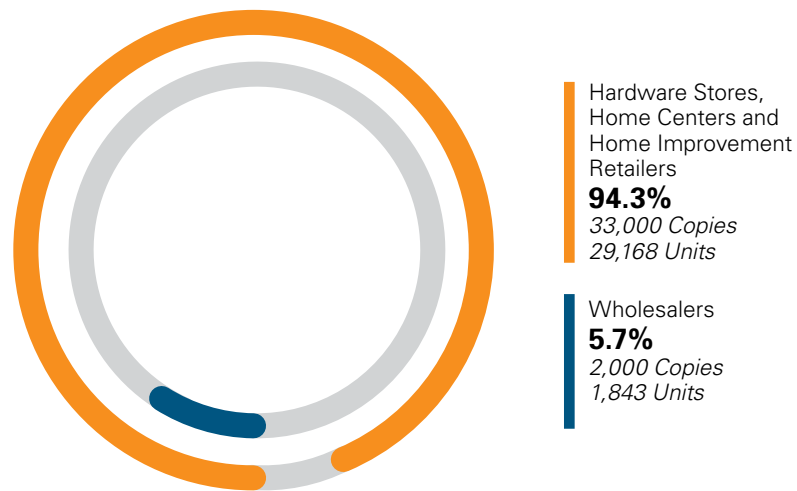
The Magazine Industry's Circulation Seal of Approval

Publishers who want to assure their advertisers that they are getting the most value for their advertising investment hire organizations like the Alliance for Audited Media (AAM) to provide outside review, and confirmation of the quality of their subscription list. This ensures your ad message reaches your targeted customers and prospects.

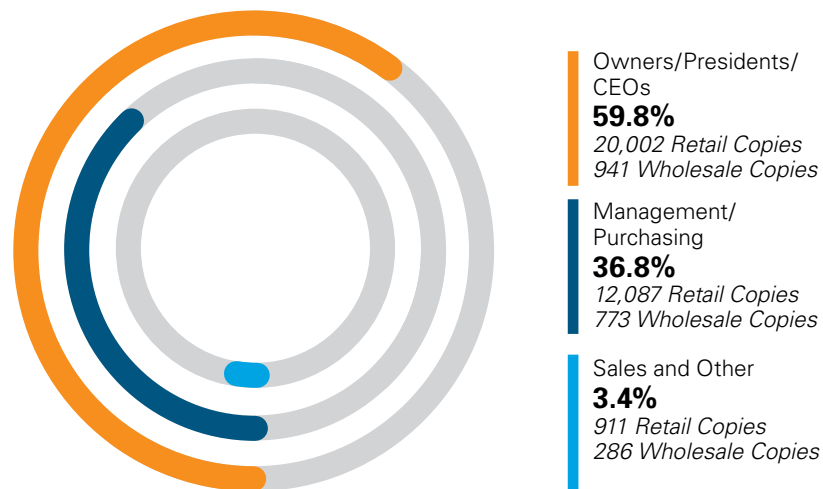
Hardware Retailing Offers Advertisers The Most Comprehensive Circulation in the Industry!

When you advertise with *Hardware Retailing*, you can rest assured that your message is being delivered to independent home improvement retailers who are ready to buy!

Circulation by Business Type



Circulation by Job Title



Source: Hardware Retailing Publisher's Statement, Dec. 31, 2015

Extend Your Brand Reach!

Hardware Retailing's print edition is circulated monthly to 25 percent MORE home improvement retailers than any other print publication in this industry!

On top of its independent retail readership, the magazine also circulates to all the top big boxes and wholesale leaders in the industry!

Combine this print circulation with a complete suite of digital products, and it's easy to see how *Hardware Retailing* is the best choice to cover the market!

35,000*

Hardware Retailing has more total print circulation than any other industry publication with 35,000 qualified, non-paid subscribers.

96.6%*

Hardware Retailing reaches purchasing decision makers, with 96.6 percent of its copies being sent to executives, managers and buyers.

29,168*

Hardware Retailing reaches more retail units than any other publication, with copies going to 29,168 individual hardware stores, home centers and DIY lumberyards.

1,843*

Hardware Retailing also reaches into the co-op and wholesale segment of the home improvement industry with 1,843 wholesale recipients each month.

25,000**

Each month, *Hardware Retailing* sends its digital edition to an average of 25,000 engaged readers.

84%*

Nearly 84 percent of *Hardware Retailing's* subscribers have requested the magazine within the past year. That's more than twice the number of first-year requestors as our nearest competitor.

99%**

The percent of *Hardware Retailing* subscribers who say they pass their issue along to at least one other person in their organization each month!

264,000**

When you combine *Hardware Retailing's* monthly circulation, pass-along rate, digital edition, web visits and e-newsletter, the brand garners more than a quarter million impressions per month.

96%**

While 96 percent of *Hardware Retailing's* readers say they engage with *Hardware Retailing* magazine on a regular basis, nearly half of those respondents say they "never miss an issue."

*Source: Hardware Retailing Publisher's Statement, Dec. 31, 2015.
**Hardware Retailing 2016 Magazine Readership Study/Publisher Estimates



"I can't remember a show where multiple retailers haven't approached us about a product because they saw it in *Hardware Retailing*."

—Dave Lewis,
Intertape Polymer Group

Hardware Retailing Engages with Retailers in Several Digital Formats



E-NEWSLETTER
A weekly digest of industry and NRHA news and events



WEBSITE
Immediate access to industry news, events, new products and operational advice



DIGITAL PUBLICATION
Access the entire digital publication anywhere



MOBILE APP
Industry information and retail management tips in the palm of your hand



ONLINE EXCLUSIVES
Additional story information, including videos, worksheets and PDFs for retailers to share



RETAILER AD NETWORK
Get your brand out to retailers anywhere, anytime

Best-in-Class Options for Any Budget

There's a reason why advertisers support *Hardware Retailing* nearly 3 to 1 over any other industry publication. Because, when it comes to engaging with independent home improvement retailers, *Hardware Retailing* is considered the gold standard.

Another reason *Hardware Retailing* sees this kind of advertising support is because it offers advertisers a VALUE for their investment!

Delivering Value

Anyone in advertising knows it's not the size of the budget you have that makes the difference in how successful you are; it's where you choose to make your investment that matters.

Maximize Your Investment

Hardware Retailing has advertising programs to help you **get the most impactful exposure for your brand at any investment level.**

- **Budget Maximizer Programs** — Allow you to deliver your message with the frequency needed to make an impact!
- **Hot Products Buying Guide** — An economical way to showcase your new products to eager readers!
- **National Hardware Show® Issue** — A great opportunity to make a big splash around the industry's biggest event!
- **National Hardware Show® Total Market Coverage Program** — Delivering you brand exposure before, during and after the industry's big event, for one low price.
- **Seasonal Savings Opportunities** — Take advantage of these great deals to bundle your ads together at MAJOR discounts!
- **Category Sponsorship Packages** — These allow you to show your commitment to a category and provide you with advertorial opportunities within category-focused sections.
- **Hardware Retailing Marketplace** — This new section allows advertisers with any size budget to take advantage of the power of *Hardware Retailing's* market position and reach.

Your Ad Program in *Hardware Retailing* Offers the Best Value for Your Investment! Contact Your Sales Manager Today!

Take Advantage of Premium Positions

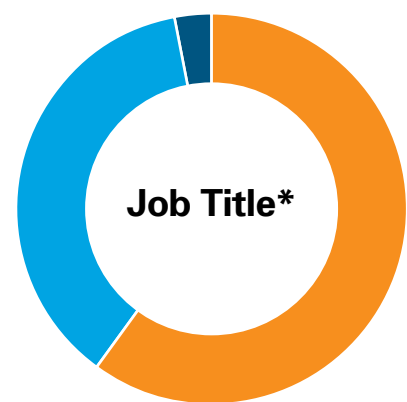
With so much high-quality editorial content that engages readers at every turn, there are a number of high-profile premium positions within the magazine available!

- Covers
- Opposite Columns
- Category Coverage
- Opposite Trends Section
- New Products
- Feature Wells
- Belly Bands
- Tip-Ins

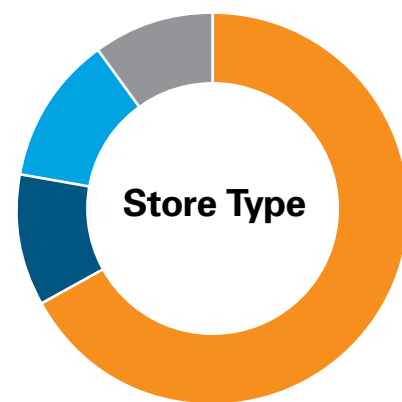


Hardware Retailing's Readers

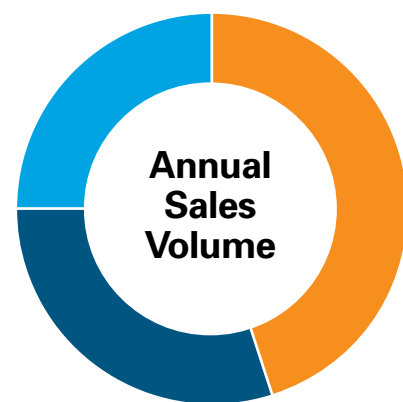
Hardware Retailing reaches many different types of stores, wholesalers and individuals who make buying decisions. Take a look at this breakdown of Hardware Retailing's circulation for more information.



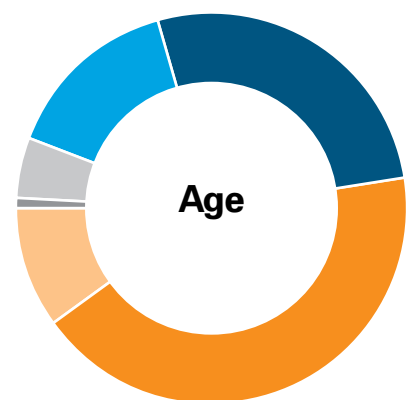
Executives	59.8%
Management/ Purchasing	36.8%
Sales/Other	3.4%



Hardware Stores	67%
Home Centers	11%
DIY Lumber Dealers	12%
Other	10%



Under \$2M	45%
\$2M to \$5M	30%
Over \$5M	25%



Under 25	1%
25 to 34	5%
35 to 44	15%
45 to 54	27%
55 to 65	43%
66 or older	10%



1 to 5	19%
6 to 10	20%
11 to 25	28%
26 to 50	13%
51 to 75	5%
76 to 100	4%
More than 100	11%



Consumer/DIY	55%
Professional Builder/ Remodeler	26%
Commercial	18%
Other	1%

Source: Hardware Retailing 2016 Magazine Readership Study/
NRHA Research/Publisher Estimates
*Hardware Retailing Publisher's Statement, Dec. 31, 2015



NRHA Young Retailers of the Year featured in July 2016



CALENDAR & AD SPECS

Promote Your Brand in the Home
Improvement Industry's No. 1 Resource

MONTH	ISSUE CLOSING DATE
JAN	DEC. 1, 2016
FEB	DEC. 30, 2016
MARCH	FEB. 1, 2017
APRIL	MARCH 1, 2017
MAY	MARCH 31, 2017
JUNE	MAY 1, 2017
JULY	JUNE 1, 2017
AUG	JUNE 30, 2017
SEPT	AUG. 1, 2017
OCT	SEPT. 1, 2017
NOV	SEPT. 29, 2017
DEC	NOV. 1, 2017

Hardware Retailing covers a wide range of topics that are engaging to its readers.

Unlike other publications that focus on news or lists, *Hardware Retailing* delivers readers editorial content designed to help them run better, more profitable businesses.

Throughout the year, *Hardware Retailing* will touch on topics ranging from employee relations and retail technology to leadership development and merchandising strategy.

Supported by the entire NRHA team, *Hardware Retailing* engages with readers like no other publication!

While *Hardware Retailing's* print edition is a staple on just about any home improvement retailer's desk, it also delivers content to retailers, whenever and however they want it.

Through a blend of in-depth print articles, enhanced online content, videos, printable in-store tools, research studies and more, *Hardware Retailing* provides retailers with a comprehensive, multi-dimensional experience.

CATEGORY FOCUS



STORE SERVICES



HOUSEWARES



PAINT & PAINT SUNDRIES



ELECTRICAL



FARM, PET & RANCH



PLUMBING



HAND & POWER TOOLS



OUTDOOR LIVING



AUTOMOTIVE, RV & MARINE



TAILGATE



LAWN & GARDEN



RENTAL & OUTDOOR POWER EQUIPMENT

ADVERTISING PROGRAM

JANUARY & FEBRUARY
Double Your Money, Double Your Fun!
 Buy full page ads in January and February at the same time, and get an extra page in each issue, FREE!

APRIL, MAY & JUNE
National Hardware Show® Total Market Coverage
 Get your brand in front of retailers before, during and after the National Hardware Show®.

MAY ONLY SPECIAL!
National Hardware Show®
 If you are looking for maximum exposure, this issue is for you!

JULY ONLY SPECIAL!
Made in America
 Make sure retailers know about your Made in America products.

AUGUST, SEPTEMBER & OCTOBER
Fall Market Program
 Buy an ad in August and September and get October FREE! Get great deals on spreads, full and half pages. If you are planning on going to any of the fall buying markets, this is the best program to get your products and services out in front of the shows.

DECEMBER SPECIAL SUPPLEMENT!
Hot Products Buying Guide
 Special Closing Date: Sept. 29, 2017

YEAR-ROUND PROGRAMS – Maximizer Program | Category Sponsorship | Hardware Retailing Marketplace

EVENTS

<p>Jan. 5-7, World and Main Spring Market, Houston</p> <p>Jan. 10-12, International Builders' Show, Orlando</p> <p>Jan. 10-12, Kitchen & Bath Industry Show, Orlando</p>
<p>Feb. 16-18, Orgill Spring Dealer Market, New Orleans</p> <p>Feb. 17-19, True Value Spring Reunion, Anaheim, California</p>
<p>March 1-4, Hearth, Patio & Barbecue Expo, Atlanta</p> <p>March 16-18, Ace Hardware Spring 2017 Convention & Exhibits, Atlanta</p> <p>March 18-21, International Home + Housewares Show, Chicago</p>
<p>April 1-4, Home Hardware Spring Dealer Market, St. Jacobs, Ontario</p>
<p>May 9-11, National Hardware Show®, Las Vegas</p> <p>May 9-11, NRHA All-Industry Conference, Las Vegas</p> <p>May 19-22, Do it Best Spring Market, Indianapolis</p>
<p>Aug. 15-17, Independent Garden Centers Conference & Show, Chicago</p> <p>Aug. 17-19, Ace Hardware Fall 2017 Convention & Exhibits, Chicago</p> <p>Aug. 24-26, Orgill Fall Dealer Market, Boston</p>
<p>Sept. 23-26, Home Hardware Fall Dealer Market, St. Jacobs, Ontario</p> <p>Sept. 25-27, True Value Fall Reunion, Denver</p>
<p>Oct. 13-16, Do it Best Fall Market, Indianapolis</p>
<p>Nov. 12-14, STAFDA Annual Convention & Trade Show, Austin</p> <p>Nov. 15-17, PRO/DA Summit, Tucson, Arizona</p>
<p>NRHA State of Independents Conference, Chicago</p>

TRIM SIZE

8" x 10.75"

AD SIZES

Non-Bleed Ads (w x h)

2-Page Spread	15" x 10"
Full Page	7" x 10"
2/3 Vertical	4.5" x 10"
1/2 Horizontal	7" x 4.875"
1/2 Island	4.5" x 7.5"
1/2 Vertical	3.375" x 10"
1/3 Square	4.5" x 4.875"
1/3 Vertical	2.125" x 10"
1/4 Horizontal	7" x 2.375"
1/4 Square	3.375" x 4.875"
1/8 Marketplace	3.275" x 2.125"

Bleed Ads (w x h)

Includes .125" bleed on all 4 sides

2-Page Spread	16.25" x 11"
Full Page	8.25" x 11"
2/3 Vertical	5.125" x 11"
1/2 Vertical	4" x 11"
1/2 Horizontal	8.25" x 5.5"
1/3 Vertical	2.625" x 11"
Live Matter Area	7" x 10"

Please Note:

- Set all full page documents to the trim size of 8" x 10.75"; extend any bleed .125" past the trim on all 4 sides.
- Specs for NON-BLEED fractional ads are the actual ad size.
- We will trim .125" off all four sides of the above listed bleed sizes. (Example: 1/2 page horizontal bleed size is 8.25" x 5.5." Final trim size will be 8" x 5.25.")
- A .25" safety area from trim is recommended for live matter.
- Spreads: Allow a .25" safety on both sides of the gutter for live matter.

Mechanical Specifications

Digital Specifications

Ad material may be submitted as Adobe InDesign CS5, Photoshop CS5 TIFF or EPS file or Illustrator CS5 EPS file.

Preferred format—Hi-res (300 dpi)

PDF file format.

Adobe Photoshop Files: Save as 300 dpi, TIFF or EPS files. Flatten layers. All color including images must be CMYK.

Illustrator Files: Convert fonts to outlines and embed images. All links need to be TIFF or EPS files. All color, including images, transparencies or gradients, must be CMYK. Final file should be saved as an Illustrator EPS.

InDesign Files: All files must be Mac formatted and collected for output. Include all fonts. Files should be set up for 4/C process printing, no spot colors. All images are to be in CMYK mode, saved as EPS or TIFF format. Images must be CMYK, high resolution (300 dpi for CMYK and grayscale images and 600 dpi for line art). RGB, JPG or PSD files are not acceptable. Please convert.

PLEASE NOTE: Any other digital format must be submitted as a hi-res PDF file. Any ads submitted in other digital formats may be charged additionally to convert to acceptable formats. Please call for details before submitting materials.

Printing Specifics

Body and covers are printed web offset. Line screen is 133. Total dot density should not exceed 300 percent in four colors. Two-color dot density should not exceed 180 percent, with one color solid. SWOP standards apply.

PDF Files

Advertising materials may be submitted as PDF (PDF X-1a) files. All files need to follow all previous guidelines.

- Supply single-page files only.
- All fonts must be properly embedded. Do not "menu-style" fonts.
- All images must be CMYK. Never use RGB, lab color or ICC based colors. Do not save using JPG compression.
- All component files and resources (linked EPS and TIFF images) must be embedded. Embedded raster files must be in composite TIFF or EPS format.
- Build all full pages to trim size, and extend the bleed .125" beyond the document page.

- Leave a safety margin of .25" for artwork/type not intended to bleed the page.
- Output with crop and registration marks centered. Set bleed to 0.125". (Don't forget to include the bleed when making your PDF.)
- Save as a hi-res 300 dpi PDF.
- Do not downsample.

Contact & Shipping Info

Nancy Vondersaar

Hardware Retailing

136 North Delaware Street, #200

Indianapolis, IN 46204

p: 317-275-9408, f: 317-275-9403

nvondersaar@nrha.org

Email hi-res pdf files to nvondersaar@nrha.org or upload to FTP site below. (May also send by Dropbox, Hightail, etc.)

ftp://69.167.158.208

username: nrhaftp

password: ia*9a8@@ksAA

Place in the **PUBLICATIONS_ADS/HARDWARE RETAILING** folder under the issue date your ad is to appear. Be sure the advertiser's name appears in the file name. If you are Mac-based, you will need to use Fetch to access. Please email **nvondersaar@nrha.org** once the file has uploaded.

Proofs Required

A high-end digital color proof is required for all 4/C ads. The proof must meet SWOP standards and must be printed from the supplied file. Acceptable proofs are Kodak Approval, Fuji, Matchprint or Chromalin proofs. Laser proofs or inkjet proofs are used for content only, not color. All proofs must be submitted at 100 percent, with trim and bleed marks indicated where applicable. *Hardware Retailing* is not responsible for color variations between the digital ad file and the printed ad if a high-end proof is not submitted. The advertiser or its agency is responsible for providing digital ad files that conform to published ad material specifications. *Hardware Retailing* is not responsible for making corrections to ad materials in order to meet those specifications.

PLEASE NOTE: In no case will *Hardware Retailing* assume responsibility for incorrect or poorly printed ads that result from digital ad files that are incorrectly submitted or that do not meet specifications.



Niece Lumber featured in July 2016

DID YOU KNOW?



98%
of readers say they look at ads in *Hardware Retailing*.



85%
say they have added a product to their store that they first saw in *Hardware Retailing*.

Source: Hardware Retailing 2016 Magazine Readership Study

DOUBLE YOUR MONEY DOUBLE YOUR FUN

Twice the Brand Exposure, One Low Rate!

HERE'S HOW IT WORKS

DOUBLE YOUR MONEY

Buy January and February both at the same time
\$5,250 per page x 2 = \$10,500*

- Purchase full-page ads only.

DOUBLE YOUR FUN

Get an extra page in each issue FREE!

- Design your ad space in *Hardware Retailing* any way you like: Run spreads, run four half pages, run eight quarter-page ads.
- Your ads will also run in *Hardware Retailing's* enhanced digital edition at **NO ADDITIONAL COST!**

*All prices are net.

Cancel January within 10 days of the scheduled closing and you will be invoiced at 50 percent of agreed rate for that issue.

If you cancel your ad for February, you will be invoiced for both January pages (\$10,500).

Ad Closing: December 1, 2016

HARDWARE
Retailing

136 N. Delaware St. #200
Indianapolis, IN 46204
Phone: **317-275-9400** | Email: sales@nrha.org
Website: www.HardwareRetailing.com





Mayer Paint and Hardware featured in April 2016

HERE'S WHAT YOU GET

Your full- or half-page ad will appear in the April, May and June issues of *Hardware Retailing* so **retailers will see your brand BEFORE, DURING and AFTER the BIG EVENT!**

BONUS PERKS for your ad in the issue:

- Product release in *Hardware Retailing's* "Spring Product Preview;"
- Bonus distribution at the National Hardware Show®;
- For show exhibitors, an easel of your ad to display in your booth for full- and half-page advertisements;
- Product literature bound into the May issues distributed at the show; (One page, double-sided insert provided by customer. Full- and half-page advertisers only)
- All three of your ads will run in *Hardware Retailing's* enhanced digital edition at **NO ADDITIONAL COST!**

NATIONAL HARDWARE SHOW® TOTAL MARKET COVERAGE

Get Maximum Exposure Around the Industry's Biggest Event!

- Before, during and after the National Hardware Show®, retailers know this is the time of year when manufacturers share all their exciting new product innovations.
- Now, *Hardware Retailing* has a program that allows you to get **MAXIMUM EXPOSURE** for your brand, at one **INCREDIBLE PRICE!**

ADVERTISING RATES

Get three full months of coverage in April, May and June, PLUS bonus show coverage for one low price!

THREE FULL-PAGE ADS \$14,985*

THREE HALF-PAGE ADS \$8,985*

*All prices are net.

Any ad program canceled within 10 days of scheduled closing will be invoiced at 50 percent of agreed rate for that issue. The remaining contracted balance will be subject to a 20 percent cancellation fee.

Ad Closing: March 1, 2017
Material deadline for April: March 1, 2017
Material deadline for May: March 31, 2017
Material deadline for June: May 1, 2017



136 N. Delaware St. #200
Indianapolis, IN 46204
Phone: **317-275-9400** | Email: sales@nrha.org
Website: www.HardwareRetailing.com





Moorehead Ace Hardware featured in June 2014

BONUS COVERAGE IN MAY

- Product release in *Hardware Retailing's* "Spring Product Preview;"
- Bonus distribution at the National Hardware Show®;
- For show exhibitors, an easel of your ad to display in your booth for full- and half-page advertisements;
- Product literature bound into the May issues distributed at the show; (One page, double-sided insert provided by customer. Full- and half-page advertisers only)
- Your ad will also run in *Hardware Retailing's* enhanced digital edition at **NO ADDITIONAL COST!**

NATIONAL HARDWARE SHOW® ANNUAL ISSUE

Make Sure You're Part of the Industry's Big Event!

Take advantage of the excitement and elevated readership of our May issue to maximize your brand impressions!

ADVERTISING RATES

FULL PAGE	\$6,332*
HALF PAGE	\$3,910*
QUARTER PAGE	\$2,206*

*All prices are net.

Any ad program canceled within 10 days of scheduled closing will be invoiced at 50 percent of agreed rate for that issue. The remaining contracted balance will be subject to a 20 percent cancellation fee.

Ad Closing: March 31, 2017
Product Release Copy and Image: March 9, 2017
Two-Sided, Pre-printed Insert to Arrive at Printer: April 4, 2017



136 N. Delaware St. #200
 Indianapolis, IN 46204
 Phone: **317-275-9400** | Email: sales@nrha.org
 Website: www.HardwareRetailing.com





Taylor's Do it Centers featured in May 2014

DID YOU KNOW?



More than 50 percent of consumers surveyed in a recent NRHA poll said they are making greater efforts to buy products that are Made in America.

Source: NRHA 2015 Made in America Consumer Poll

MADE IN AMERICA PROGRAM

Retailers Are Searching for Your Made in America Products!

Once again, July's issue of *Hardware Retailing* is celebrating products manufactured in the USA.

Awareness around Made in America products and an increase in "shop-local" movements have driven consumers to re-evaluate their purchasing decisions. **If your products are Made in America, you won't want to miss advertising in this issue!**

Only \$4,900* for a Full Page Ad in this Special Section. Also, to Celebrate the Year America Declared Independence, Make Your Ad a Spread for an Additional \$1,776*!

*All prices are net.

Any ad program canceled within 10 days of scheduled closing will be invoiced at 50 percent of agreed rate for that issue. The remaining contracted balance will be subject to a 20 percent cancellation fee.

Space Commitment and Material Submission Deadline: June 1, 2017

AUGUST, SEPTEMBER &
OCTOBER 2017



Family Farm & Home
featured in November 2014

BE SURE TO NOTE

- To qualify for your FREE ad, your order must be received no later than June 30, 2017.
- This program applies only to the August, September and October 2017 issues.
- **Program will be invoiced in three equal installments.**

FALL MARKET PROGRAM

Buy an Ad in the August and September Issues, Get October FREE!

Did you know? About 85 percent of retailers surveyed say they plan to attend their distributor’s buying markets, and on average retailers say they do nearly 20 percent of their annual purchasing around these events!

This program ensures that retailers are exposed to your brand before, during and after the critical fall buying market season!

- For one low price, your advertising will appear in all three fall issues of *Hardware Retailing* magazine, just as retailers are in the fall buying cycle!
- Your ads will also run in *Hardware Retailing's* enhanced digital edition at NO ADDITIONAL COST!

ADVERTISING RATES

AUGUST & SEPTEMBER FULL PAGE ADS	\$12,664*
(Get October Free)	
AUGUST & SEPTEMBER HALF PAGE ADS	\$7,820*
(Get October Free)	

*All prices are net.
Any ad program canceled within 10 days of scheduled closing will be invoiced at 50 percent of agreed rate for that issue. The remaining contracted balance will be subject to a 20 percent cancellation fee.

Ad Closing: June 30, 2017



136 N. Delaware St. #200
Indianapolis, IN 46204
Phone: **317-275-9400** | Email: sales@nrha.org
Website: www.HardwareRetailing.com





DID YOU KNOW?



\$40 BILLION

The home improvement industry will expand by nearly \$40 billion by 2019.

Source: NRHA/Hardware Retailing Annual Market Measure Report, 2015



4.1% CAG

Growth in the home improvement retailing industry is predicted to peak over the next few years.

Source: NRHA/Hardware Retailing Annual Market Measure Report, 2015

HOT PRODUCTS BUYING GUIDE

Retailers Need Great Products Like Yours To Drive Increased Sales!

- Published in December, *Hardware Retailing's* Hot Products Buying Guide has become one of the most popular supplements to the magazine.
- This print edition will reach 15,000 of the industry's top retail decision makers.
- It will be poly-bagged with *Hardware Retailing's* December issue.
- Digital edition of the supplement sent to 25,000 engaged readers included with *Hardware Retailing* digital edition.
- Use your ad to introduce a new line, spotlight features of an existing line or create a buzz about your time-tested products.

At Just \$1,900* Per Page, It is Too Good an Offer to Pass Up!

*All prices are net.

Any ad program canceled within 10 days of scheduled closing will be invoiced at 50 percent of agreed rate for that issue. The remaining contracted balance will be subject to a 20 percent cancellation fee.

Prominent logo display.

Directions to where retailers can find your products.

Re ailing HOT PRODUCTS BUYING GUIDE

HANDy Paint Products

Bercom/HANDy Paint Products started back in 2001 when Mark Bergman fashioned a strap onto a coffee can out of duct tape and unknowingly created the original HANDy Paint Pail. Fifteen years later, a full line of HANDy Paint Products has been created and is sold across the country. Located in Chanhasen, Minnesota, Bercom strives to revolutionize the painting industry by launching new and improved products—made in the USA—every year. HANDy Paint Products are available nationwide—plus some international distribution—in paint stores, hardware stores and home centers.

WHERE TO BUY

HANDy Paint Products can be purchased at Ace Hardware, True Value, Do It Best and most other paint stores, hardware stores and home centers. For more information, visit www.handypaintproducts.com or contact Rob Tracy at 952-448-2766, ext. 205 or rttracy@bercomincorporated.com.

HANDy PAINT PAIL
The HANDy Paint Pail holds up to a quart of paint, has an adjustable strap for your hand and a built-in magnetic brush holder. There are also custom-fit HANDy Paint Pail Disposable Liners that make color changes and cleanup a breeze! It is proudly made in the USA.

HANDy PRO PAIL
The HANDy Pro Pail is the newest HANDy Paint Product. It has an adjustable hand strap, a magnetic brush holder and a built-in roller grid to accommodate up to 6.5 inch mini rollers. There are also disposable liners and lids sold separately. All are made in the USA.

HANDy PAINT GRID
The HANDy Paint Grid has revolutionized the standard metal grid that has been around for decades. Made in the USA out of 100 percent recycled car battery plastic, the HANDy Paint Grid securely attaches to the side of 5-gallon buckets, will not rust and is easy to clean for multiple uses.

HANDy PAINT TRAY
The HANDy Paint Tray easily holds more than a gallon of paint. It has ergonomic handles for easy transportation, corner pour spouts and a built-in magnetic brush holder. Custom-fit disposable liners lock into place and allow for easy color changes and clean up. Both are made in the USA.

HANDy LADDER PAIL
The HANDy Ladder Pail is the perfect tool for any project done on a ladder. Holding more than a gallon of paint or stain, a bracket locks it onto the side of most step and extension ladders. There is also a built-in roller grid, along with a tool and rag holder.

HANDy PAINT GRID
The gallon-sized HANDy Paint Grid securely attaches to the side of standard gallon paint cans and works with up to a 4 inch mini-roller. Made in the USA out of 100 percent recycled car battery plastic, it is easy to clean and will not rust, allowing for multiple uses.

4 2016 | HOT PRODUCTS BUYING GUIDE HOT PRODUCTS BUYING GUIDE | 2016 5

Product description and image spotlight area.

*Layout design subject to change

AD CLOSING

Space Commitment:
Sept. 29, 2017

Materials Submission:
Oct. 6, 2017

SUBMISSION INFORMATION

Send Product and Images to:

Nancy Vondersaar
136 N. Delaware St. #200
Indianapolis, IN 46204
317-275-9408
nvondersaar@nrha.org

ftp://69.167.158.208
username: nrhaftp
password: ia*9a8@@ksAA
Place in HPBG 2018 Folder.

SPECIAL ADVERTISING SPECIFICATIONS

The Hot Products Buying Guide is an advertorial supplement to *Hardware Retailing* magazine. To create maximum interest in the section and to streamline the advertising process, your product and company information will appear in a standardized format.

To make it easier for you to get the word out about your new products, *Hardware Retailing's* editorial staff helps you prepare your materials for the section. Simply provide us with the following information and we will create the page for you.

Editorial Information

- Descriptions of up to six products (no more than 50 words each). Be sure to include features and benefits.
- Company history or information (no more than 100 words).
- Company name and contact information.
- Where to buy your products (which wholesalers stock the items).

Graphic Information

- Hi-resolution (300 dpi) company and product logos.
- Hi-resolution (300 dpi) product artwork.
- Hi-resolution (300 dpi) artwork of any displays, POP materials or merchandising you would like to include.

Hardware Retailing's editorial team will take this information and format it to fit in the Hot Products Buying Guide style. You will then be asked to proof and approve the materials.

Advertisers will be provided with two proofs at no cost. For any proofs beyond the second proof, advertisers will be charged \$100 per proof.



136 N. Delaware St. #200
Indianapolis, IN 46204
Phone: **317-275-9400** | Email: sales@nrha.org
Website: www.HardwareRetailing.com





Gordon's Ace Hardware featured in May 2016

DID YOU KNOW?

Here are the top five reasons retailers read *Hardware Retailing* magazine:



1. It provides information on **NEW PRODUCTS**.



2. It keeps me up to date on the **INDUSTRY**.



3. It provides me with **MERCHANDISING IDEAS**.



4. It helps me better **MANAGE** my business.



5. It **TEACHES** me about what other successful retailers are doing.

MAXIMIZER PROGRAM

Frequency Matters—Make a Big Splash With a Small Investment!

- Get up to five months of solid advertising coverage with one buy.
- Introduce new products, reinforce existing lines or generate excitement for your brand with a consistent message.
- Choose from two great price and size options that allow you to tailor a program that meets your specific needs.
- Your ads will also run in *Hardware Retailing's* enhanced digital edition at **NO ADDITIONAL COST!**

ADVERTISING RATES

QUARTER-PAGE PROGRAM **\$7,950***

- Five, quarter-page, full-color display ads in *Hardware Retailing*

THIRD-PAGE PROGRAM **\$11,050***

- Five, third-page, full-color display ads in *Hardware Retailing*

HALF-PAGE PROGRAMS **\$12,950***

- Five, half-page, full-color display ads in *Hardware Retailing*

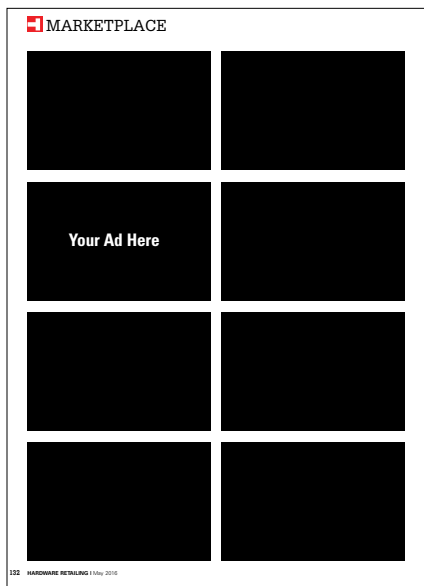
*All prices are net.

Any ad program canceled within 10 days of scheduled closing will be invoiced at 50 percent of agreed rate for that issue. The remaining contracted balance will be subject to a 20 percent cancellation fee.



Fairmont True Value featured in September 2015

DON'T MISS OUT



HARDWARE RETAILING MARKETPLACE

We've Got Advertising Solutions for Budgets of Any Size!

- In 2017, *Hardware Retailing* will be launching an entirely new Marketplace section.
- This section is perfect for advertisers who are looking to test the waters in this industry, augment their existing display ad programs or promote a particular product or service in an economical way.
- Each 1/8-page ad within the *Hardware Retailing* Marketplace section will be seen by the magazine's entire readership so your investment will have maximum impact!
- The *Hardware Retailing* Marketplace also runs in both the print and digital editions of the magazine for added exposure.



95%
of readers say they seek more information about the products they see advertised in *Hardware Retailing*.

Take advantage of this economical advertising option, today!

Get an 1/8-page *Hardware Retailing* Marketplace ad for just \$995* or get three-months (you choose the months) for just \$2,495!*

Now, anyone can utilize the marketing power of the industry's most well-read publication — *Hardware Retailing*!

*All prices are net.

All *Hardware Retailing* Marketplace advertising requires payment in full, in advance of publishing date, talk to your *Hardware Retailing* regional sales manager for details.



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Anawalt Lumber
featured in May 2015

CALENDAR

January Store Services

Ad closing: Dec. 1, 2016

February Housewares

Ad closing: Dec. 30, 2016

March Paint & Paint Sundries

Ad closing: Feb. 1, 2017

April Electrical

Ad closing: March 1, 2017

May Farm, Pet & Ranch

Ad closing: March 31, 2017

June Plumbing

Ad closing: May 1, 2017

July Hand & Power Tools

Ad closing: June 1, 2017

August Outdoor Living

Ad closing: June 30, 2017

September Auto, RV & Marine

Ad closing: Aug 1, 2017

October Tailgating

Ad closing: Sept. 1, 2017

November Lawn & Garden

Ad closing: Sept. 29, 2017

December Rental &
Outdoor Power Equipment

Ad closing: Nov. 1, 2017

CATEGORY SPOTLIGHT SPONSORSHIP

Want to Show Retailers How Dedicated You Are to Supporting Your Category?

Then Take Advantage of this EXCLUSIVE Offer!

- Readership studies show that *Hardware Retailing's* audience relies on the magazine for information about products and category trends!
- Make sure your brand is seen when *Hardware Retailing* editorial is focused on your product category!
- Our exclusive Category Sponsorship Packages are available on a first-come, first-served basis so reserve your spot today!

All of this for just \$14,995!*

Stake Your Place as a Leader Within Your Category, Reserve Your Category Spotlight Sponsorship Today!

*All prices are net.

Any ad program canceled within 10 days of scheduled closing will be invoiced at 50 percent of agreed rate for that issue. The remaining contracted balance will be subject to a 20 percent cancellation fee.



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Indianapolis, IN 46204
Phone: 317-275-9400 | Email: sales@nrha.org
Website: www.HardwareRetailing.com



Place a full page ad next to your corresponding Q&A

Place Your Ad Here

CATEGORY Q&A
Sponsored by xyz company | www.website.com

Your Logo Here

Company XYZ Explains What the Independent Channel Means to Them

This is a paragraph of text...

Mus ressedios destrumquam, core sinus, conseqe voluptatis doloro rsequam quiae essinillum que repudat dionedi ut enim appelleque deliut...

Your Image Here

Prominent logo positioning

Add a photo to showcase your product being used.

*Layout design subject to change

SUBMISSION INFORMATION

Nancy Vondersaar

136 N. Delaware St. #200
Indianapolis, IN 46204
317-275-9408
nvondersaar@nrha.org

Email all submission requirements to nvondersaar@nrha.org or upload to ftp site below. (May also use dropbox, hightail, etc.)

ftp://69.167.158.208
username: nrhaftp
password: ia*9a8@@ksAA
Place in Category Spotlight Folder.

HERE'S WHAT YOU'LL GET

- Your company will be listed as the exclusive sponsor of that month's Category Spotlight editorial package at the section start and in the table of contents.*
- You will receive a full-page ad at the end of the editorial section.
- You will also receive a one-page advertorial Q&A opposite your ad focusing on your brand's specific products, programs and position within the category.
- You get exclusivity within the Category Spotlight section and NO competitive ads will appear within this section.**
- You will also receive a PDF of the Category Spotlight section to use in your marketing materials or place on your website.

*Hardware Retailing retains sole discretion over the editorial content appearing in the Category Spotlight section.

** Category exclusivity applies to the Category Spotlight section only.

SUBMISSION REQUIREMENTS

- Full page ad (see spec page for full submission specs)
- Q&A Page
 - Headline: 5-12 words
 - Body copy: 450-475 words (with image)
550-575 (without image)
 - High-res logo in a jpg, eps or tiff format
 - Optional image: 300dpi at least 5 inches on shortest side
 - Website URL
- Advertiser will be allowed 2 proofs of advertorial section.*

*Additional proofs will incur charges.



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Website: www.HardwareRetailing.com



VENDOR PARTNER PROGRAM

Build Relationships By Becoming an NRHA Vendor Partner

Nearly a decade ago, the North American Retail Hardware Association (NRHA) established its Vendor Partner Program to help manufacturers and service providers gain a better understanding of the industry's independent home improvement retailers. We do this by providing Vendor Partners with exclusive research, networking opportunities and ways to promote their brands to the highly influential independent retail market. Below are just some of the perks of becoming an NRHA Vendor Partner.



Market Research

You will receive annually published, specially produced industry reports and studies, including NRHA's comprehensive Industry Overview, Vendor Partner Industry Study and *Cost of Doing Business Study*. These proprietary reports are available for free to Vendor Partners through program membership.



Vendor Partner Events

Participate in scheduled activities throughout the year like golf outings and cocktail receptions. These and other fun events are hosted by NRHA as a thank-you to our Vendor Partner members and as a way for fellow manufacturers and service providers to network!



Free Listing on NRHA's Vendor Partner Directory

Your company's contact information, information about where to buy products, training aids and why your company supports independent home improvement retailers will all be included in a special Vendor Partner Directory section on the *Hardware Retailing* website.



Discounted Attendance for State of Independents Conference

This powerful, one-day conference provides attendees with access to exclusive proprietary research on the independent home improvement retailing channel as well as live panel discussions and networking opportunities with the industry's leading retailers.



Marketing Tools to Boost Your Brand Presence

Vendor Partners can support the independent channel through sponsorship opportunities. Consider sponsoring a retailer roundtable, conference, focus group, the Retail Management Certification Program or the Young Retailer of the Year Awards Program.

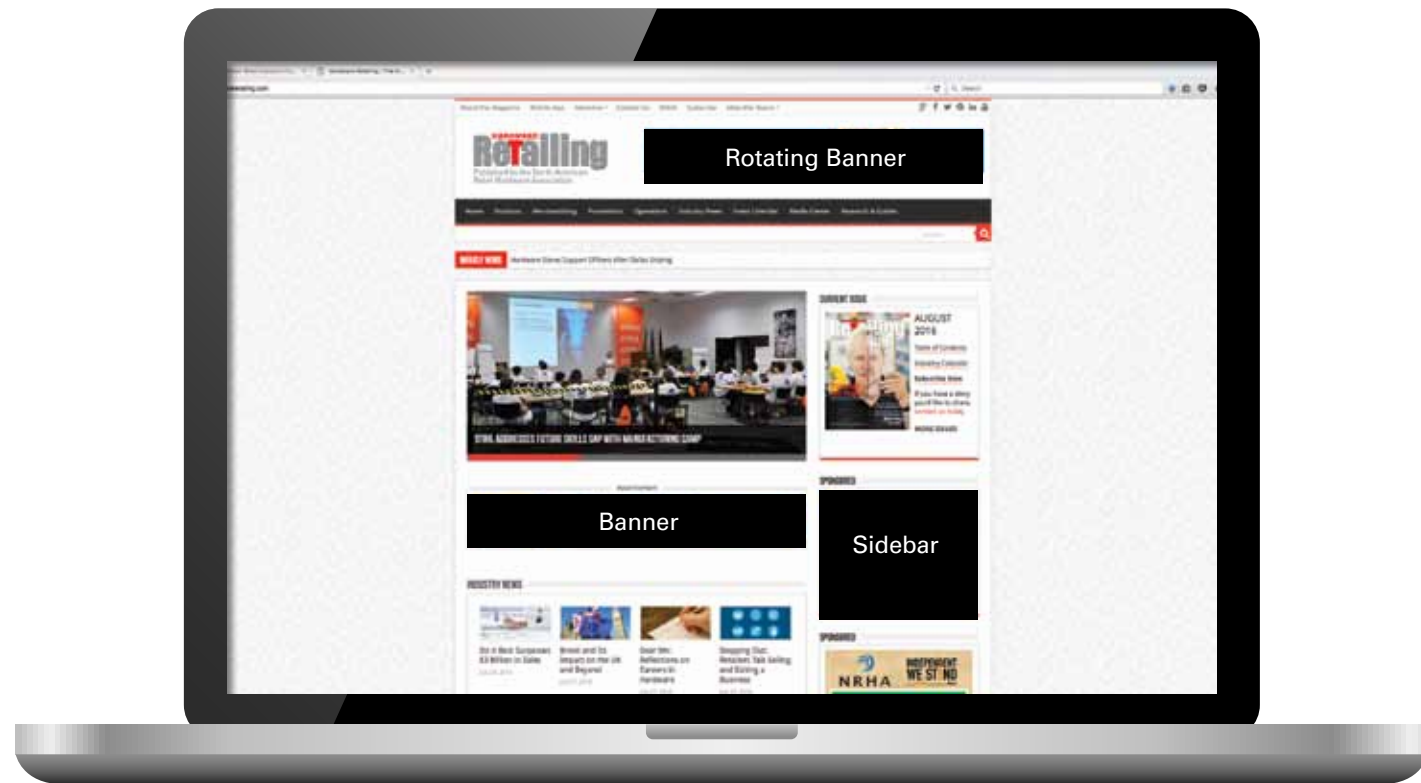


Posting How-To Videos on www.planitdiy.com

Our Vendor Partners are allowed to post up to five how-to videos on our consumer-facing website, www.planitdiy.com. Your videos may be rotated and will reside in the site's how-to video library.

ANYTIME, ANYWHERE

Use *Hardware Retailing's* Suite of Digital Products to Broaden Your Brand Reach



Enhancing User Experience!

Unlike other websites that simply repeat information from their print publications, HardwareRetailing.com serves as an extension of the print product, offering retailers tangible enhancements to the print content! The addition of this valuable content drives engagement with *Hardware Retailing's* online properties like no others in the industry.

Here are some examples of the content HardwareRetailing.com delivers to visitors:

VIDEOS AND PHOTO GALLERIES



INTERACTIVE TRAINING MATERIAL



HardwareRetailing.com

While *Hardware Retailing's* print edition is a fixture on the desks of home improvement retailers everywhere, there is certain content that a print magazine just can't deliver, such as video, downloadable worksheets, interactive tools and more.

That's where HardwareRetailing.com comes in.

With a growing number of retailers engaging on the website daily, HardwareRetailing.com provides an interactive extension to the content in the magazine and more.

Extend Your Advertising Reach with a Digital Program, Today!

ADVERTISING POSITIONS

PREMIUM ROTATING BANNER ADS

This rotating graphic features up to three separate ads that are set to rotate at regular intervals. In addition to placement on the home page, your ad will be featured in the same area ON EVERY PAGE of the website.

Dimensions: 660 x 84 pixels

Premium Banner \$4,500 (net) Per Qtr

IN-LINE BANNER ADS

Your banner will appear in line with some of Hardware Retailing's top news and popular features.

Dimensions: 660 x 84 pixels

Primary Banner Ad \$4,000 (net) Per Qtr

Secondary Banner Ad \$3,750 (net) Per Qtr

SIDEBAR ADS

Your ad will fall in line with some of *Hardware Retailing's* most popular areas, including a social media feed and digital magazine access.

Dimensions: 288 x 223 pixels

Primary Sidebar Ad \$3,500 (net) Per Qtr

Secondary Sidebar Ad \$3,250 (net) Per Qtr

FOOTER AD

Anchor your ad just above the footer ON EVERY PAGE of HardwareRetailing.com.

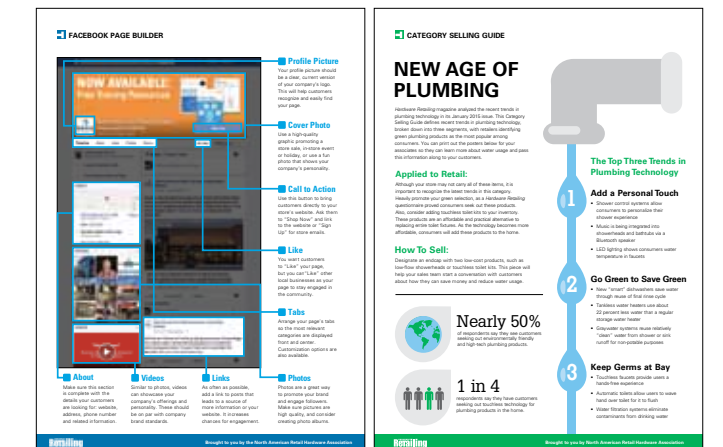
Dimensions: 660 x 84 pixels

Footer Ad \$3,000 (net) Per Qtr

RESEARCH STUDIES



PRINTABLE GUIDES

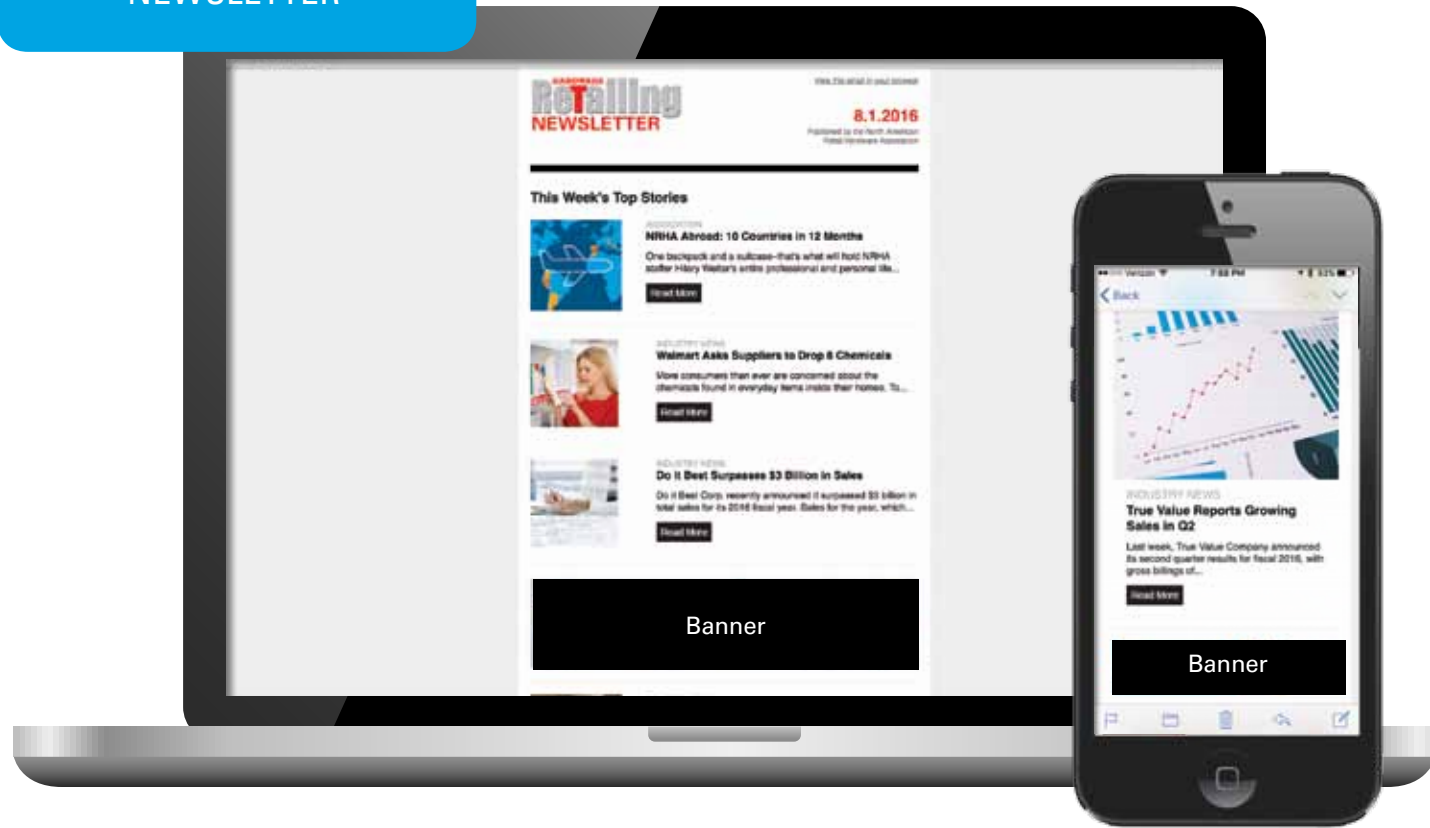


EXCLUSIVE OPPORTUNITIES

In addition to display advertising on *Hardware Retailing's* digital properties, if you are looking for unique branding solutions, please be sure to contact your *Hardware Retailing* sales representative or email us at sales@nrha.org.

Here Are Just Some of the Unique Opportunities We Can Offer:

- Video Sponsorships
- Research Sponsorships
- Category-Specific Exposure
- Product Training Specific to Your Brand
- ...And More!



The Hardware Retailing E-Newsletter

Hardware Retailing's print edition delivers actionable, information-rich content to retailers on a monthly basis, but for delivering items like news, quick tips, videos and more... Hardware Retailing's weekly electronic newsletter is the perfect vehicle.

Sent to more than 25,000 engaged readers each week, Hardware Retailing's e-newsletter delivers the perfect digest of the week's headlines along with additional dynamic content.

Enhance the Frequency of Your Brand Impressions with Hardware Retailing!

BANNER ADVERTISING POSITIONS

Your banner ad will appear in line with some of Hardware Retailing's top industry news and exclusive online stories.
Dimensions: 565 x 130 pixels

1st Banner	\$4,500 (net) Per Qtr
2nd Banner	\$4,000 (net) Per Qtr
3rd Banner	\$3,500 (net) Per Qtr
4th Banner	\$3,000 (net) Per Qtr

Take Advantage of Hardware Retailing's Digital Packages Today! Buy Advertising on HardwareRetailing.com and save 50 percent on Your E-Newsletter Advertising!



"I enjoy receiving the Hardware Retailing e-newsletter. I like to see what the latest news is in the hardware industry and look at new products, marketing ideas and industry trends. It's easy to read. It helps me stay on top of what is going on and what is changing. If I didn't receive this I'm not sure I would be taking the time to do the research myself in a timely manner."

—Tom Townsend, marketing manager for Taylor's Do it Center, Virginia

Hardware Retailing's Digital Edition

While Hardware Retailing's print edition is circulated to 35,000 readers each month, we want to make sure retailers can access this valuable content anywhere they want, any time they want it! That's why we extend the reach of Hardware Retailing by sending the digital version of the magazine to more than 25,000 recipients each month.

Recently redesigned, Hardware Retailing's digital edition can be accessed from desktops, mobile devices and tablets. It also offers advertisers a unique opportunity to deliver enhanced content like videos and links within their ads!



DIGITAL HOME PAGE ADS

Become one of Hardware Retailing's primary digital advertisers by featuring your ad on the digital edition landing page.

PER ISSUE **\$995***

Must be a full-page advertiser to take advantage of this special add-on feature.

LIMITED SPACE: Only four ads accepted per issue!
BONUS: Add a video to your full-page ad for FREE!



ISSUE SPONSOR AD

Become Hardware Retailing's digital issue sponsor of the month by having your ad opposite the cover. This spread falls immediately after the digital edition landing page seen here.

PER ISSUE **\$1,250***

Must be a full-page advertiser to take advantage of this special add-on feature.

BONUS: Add a video to your ad for FREE!



TELL YOUR STORY WITH VIDEO

Do you have a compelling story to tell? Make your Hardware Retailing ad more dynamic by adding a video. Readers will be excited to see and hear your story in the digital pages of Hardware Retailing.

It's easy. Just give us a link to your YouTube video and we'll place it on your full page ad!

PER ISSUE **\$250***

Must be a full-page advertiser to take advantage of this special add-on feature. Limit one video per ad. Please submit your URL with print ad material.

All Hardware Retailing Print Advertisers Get their Ad in the Digital Edition for FREE!

DIGITAL ONLY AD

FULL PAGE PER MONTH **\$895***

**All prices are net.*



NRHA Retailer Ad Network

The NRHA Retailer Ad Network offers an ideal complement to a more traditional advertising campaign with *Hardware Retailing*, because it allows you to put your brand in front of retailers in a truly unique way.

This program harnesses the power of the digital age to serve digital ads featuring your brand message exclusively to the industry's 35,000+ home improvement retailers.

Now, you can gain visibility for your brand with the audience you want both in the workplace and during the nearly 6 hours a day that they spend using their smart phones, tablets and computers.

NRHA RETAILER AD NETWORK PACKAGES

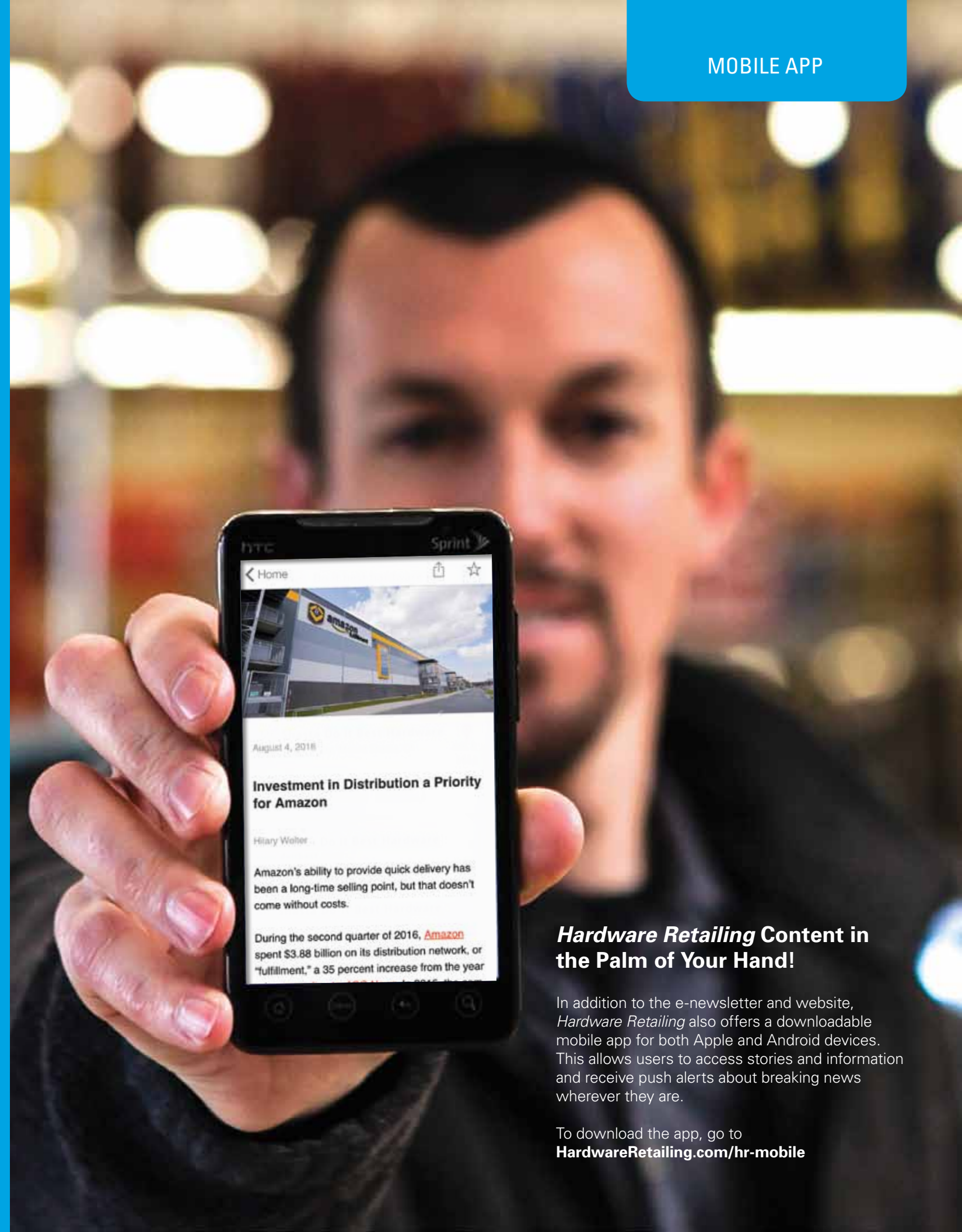
We can custom design a program that allows you to get your brand in front of home improvement retailers as they browse the web.

- We will work with you to determine the number of impressions and duration you want for your campaign.
- Ads are served whether retailers are using desktop, mobile or tablet devices.
- Campaigns can be designed to generate up to 500,000+ impressions.
- Contact us today to see how a programmatic advertising campaign can complement your traditional marketing strategy.

Why NRHA's Retailer Ad Network is So Unique...

- It harnesses NRHA's unique access to the industry's 35,000+ home improvement retailers.
- It offers an ideal complement to your trade advertising campaign that supports your advertising message when retailers are engaging in leisure activities.
- The messaging is non-obtrusive and keeps your brand consistently in front of the audience you want to reach — home improvement retailers!

For More Information, Contact Us at sales@nrha.org, 317-275-9400 or go to www.HardwareRetailing.com/Advertise.



Hardware Retailing Content in the Palm of Your Hand!

In addition to the e-newsletter and website, *Hardware Retailing* also offers a downloadable mobile app for both Apple and Android devices. This allows users to access stories and information and receive push alerts about breaking news wherever they are.

To download the app, go to HardwareRetailing.com/hr-mobile

HARDWARE
Retailing

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Indianapolis, Ind. 46204

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