

Home Channel News®

2012

classified planner



Print and Digital Industry Leader

**YOU'RE MORE CONNECTED HERE.**

[WWW.HOMECHANNELNEWS.COM](http://WWW.HOMECHANNELNEWS.COM)



# 2012 EDITORIAL CALENDAR

Month	Special Report	Issue Date	Ad Close	Materials Due	Industry Events (Bonus Distribution in Bold)
<b>January</b>	ORGILL Profile	Jan. 9	Dec. 15	Dec. 19	NRLA Lumber Expo/CT, Jan 25-27 Handy Hardware Spring Market/Houston, Jan 19-21 Fencetech/Miami, Jan 25-27 <b>Origil Spring Market/Orlando, Feb 2-4</b>
<b>February</b>	BUILDERS SHOW REPORT MADE IN THE USA A look at the Companies & Categories Bring Jobs to America	Feb. 6	Jan. 12	Jan. 14	IBS/Orlando Feb 8-12 <b>True Value Spring Market/Orlando, Feb 20-22</b>
<b>March</b>	HARDWARE STORE ALL STARS ACE Hardware Profile	Mar. 5	Feb. 14	Feb. 17	International Housewares Show/Chicago, March 10-13 NLBMDA Legislative Conference/Washington, DC <b>ACE's 2012 Spring Market/Atlanta March 8-10</b>
<b>April</b>	Home Energy Products Special Pre-National Hardware Show issue LOWE'S profile	Apr. 2	Mar. 8	Mar. 12	Kitchen & Bath Show/Chicago, April 24-26
<b>May</b>	NATIONAL HARDWARE SHOW ISSUE	May 1	Apr. 5	Apr. 9	<b>National Hardware Show/Las Vegas, May 1-3</b> <b>Do it Best Spring Market/Indianapolis, May 19-21</b>
<b>June</b>	HCN'S TOP 300 INDUSTRY REPORT POST HARDWARE SHOW REVIEW	June 4	May 11	May 15	PCBC Show/San Francisco, June 27-28
<b>July</b>	HCN'S TOP 200 DISTRIBUTORS Remodeling Issue: How Prodealers can Build Sales Hot Product Categories	July 2	June 8	June 12	
<b>August</b>	HCN'S TOP 100 DISTRIBUTORS Top Brands at ProDealers Decking Report Handy Hardware Profile	Aug. 6	July 13	July 17	Orgill Fall Market/Las Vegas, Aug 16-18 ACE Fall Market/Chicago, Aug 16-18 <b>Handy Hardware Fall Market/San Antonio Aug 16-18</b>
<b>September</b>	Top Brands in Hardware Stores True Value Profile	Sept. 3	Aug. 9	Aug. 13	<b>True Value Fall Market/Salt Lake City, Sept 20-22</b>
<b>October</b>	Farm & Fleet Special Report Do it Best Profile	Oct. 1	Sept. 6	Sept. 10	<b>Do it Best Fall Market/Indianapolis, Oct 8-10</b> <b>ProDealer Industry Summit/TBD</b>
<b>November</b>	STAFDA ISSUE SPECIAL POWER TOOLS REPORT	Nov. 5	Oct. 11	Oct. 15	<b>STAFDA/Orlando, Nov 4-6</b>
<b>December</b>	Top Brands vs Private Label Home Depot Profile Builders Show Preview Decking Report	Dec. 3	Nov. 9	Nov. 13	



Ask about custom covers  
at trade shows.

A total audience of 120,000 professionals connects with *Home Channel News* every month, and they're always looking for a great deal.

## MASS. MARKET.

Companies looking for the most cost-effective and high impact return on their classified advertising investment turn first to *Home Channel News*, the mass market network for pro dealers and hardware retailers serving the home building ad remodeling market. With a total print, online and e-news

audience of 120,000 readers, *Home Channel News* delivers the biggest and best-qualified readership for your message — engaged and connected with our content, and measurable against your marketing and sales goals. Whether you market products, services or talent, *Home Channel News* classifieds will help you sell more.

### 2012 Classified Rates (Per column inch NET)

Frequency	Rates
1x	\$215
2x	\$177
4x	\$170
6x	\$156
12x	\$141
16x	\$117

**AD REQUIREMENTS:** Materials can be submitted as: Film, Zip Disk, CD or Camera Ready Art. **DIGITAL FORMAT:** MAC Software: Quark Xpress and or Adobe Photoshop/Illustrator.

**RATES:** 15% commission to recognized advertising agencies, if paid within 30 days, on gross billing for display advertising, color and premium.

**SHORT RATE/ FREQUENCY CREDIT:** Modifications or cancellation of any advertisements may result in price adjustments and the payment of a short rate. All charges must be submitted and received by Drug Store News prior to the corresponding issue closing date. Advertisers will be billed at the prevailing rate at time of insertion in the absence of a signed contract.

**STANDARD COLOR:** \$150 (2 color) • \$300 (4 color)

### Mechanical Requirements

Full Page: 4 cols x 8 3/4 [6 53/64 (41p) x 8 3/4]

1/2 Page: 4 cols x 4 3/8 [6 53/64 (41p) x 4 3/8]  
2 cols x 8 3/4 [3 21/64 (20p) x 8 3/4]

1/4 Page: 2 cols x 4 3/8 [3 21/64 (20p) x 4 3/8]

### Closeouts

1 Col — w=1.591 or 9p6 closest fraction 1 37/64

2 Col — w=3.338 or 20p closest fraction 3 21/64

3 Col — w=5.086 or 30p6 closest fraction 5 5/64

4 Col — w=6.834 or 41p closest fraction 6 53/64

### Production Questions:

Jim Lynch, Production Supervisor  
(212) 756-5059 or [jlynch@LF.com](mailto:jlynch@LF.com)

### CONTACTS

Jim Reynolds  
Associate Publisher  
914-548-3076  
[jreynolds@homechannelnews.com](mailto:jreynolds@homechannelnews.com)

Bruce Smith  
Midwest  
312-645-5080  
[bsmith@homechannelnews.com](mailto:bsmith@homechannelnews.com)

Amy Platter  
Midwest/Southeast  
773-294-8598  
[aplatter@homechannelnews.com](mailto:aplatter@homechannelnews.com)