

Home Channel News

2012 media planner



Print and Digital Industry Leader
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2012 EDITORIAL CALENDAR

Month	Special Report	Issue Date	Ad Close	Materials Due	Industry Events (Bonus Distribution in Bold)
January	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 Origil Spring Market/Orlando, Feb 2-4
February	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 True Value Spring Market/Orlando, Feb 20-22
March	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 ACE's 2012 Spring Market/Atlanta March 8-10
April	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
May	NATIONAL HARDWARE SHOW ISSUE	May 1	Apr. 5	Apr. 9	National Hardware Show/Las Vegas, May 1-3 Do it Best Spring Market/Indianapolis, May 19-21
June	HCN'S TOP 300 INDUSTRY REPORT POST HARDWARE SHOW REVIEW	June 4	May 11	May 15	PCBC Show/San Francisco, June 27-28
July	HCN'S TOP 200 DISTRIBUTORS Remodeling Issue: How Prodealers can Build Sales Hot Product Categories	July 2	June 8	June 12	
August	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 Handy Hardware Fall Market/San Antonio Aug 16-18
September	Top Brands in Hardware Stores True Value Profile	Sept. 3	Aug. 9	Aug. 13	True Value Fall Market/Salt Lake City, Sept 20-22
October	Farm & Fleet Special Report Do it Best Profile	Oct. 1	Sept. 6	Sept. 10	Do it Best Fall Market/Indianapolis, Oct 8-10 ProDealer Industry Summit/TBD
November	STAFDA ISSUE SPECIAL POWER TOOLS REPORT	Nov. 5	Oct. 11	Oct. 15	STAFDA/Orlando, Nov 4-6
December	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.

HOME CHANNEL NEWS MAGAZINE

GENERAL INFORMATION

Copy and Layout: We will prepare copy and layout upon request. Ask your area manager for details.

Storage: Digital advertising files will be deleted from our servers 12 months after last use if not requested to be returned.

Ship Advertising Material to:
Home Channel News
Attn: Jim Lynch
425 Park Avenue
New York, NY 10022
212 756-5059

Ship Pre-Printed Inserts to:
Home Channel News
c/o R.R. Donnelley & Sons
Route 251 South and 4099 Road
(Eljan Rd.)
Mendota, IL 61342

MECHANICAL REQUIREMENTS

Method:

Printed Web-Offset (Wet), Saddle stitched.

Issuance Dates: See Editorial Calendar.

Closing Dates: All closing dates mean receipt of material in publisher's New York office.

Cancellation: No cancellation accepted after closing date.

Trim Size: 8" x 10 7/8"

Safety Margin: 1/2" in from trim size.

Bleeds: Full bleeds accepted on all spreads and full pages at no additional cost. Bleeds need to be pulled out 1/8" from the trim size.

AD SIZES

WIDTH / HEIGHT

PUBLICATION TRIM SIZE	8" X 10 7/8"
BLEED PAGE SIZE*	8 1/4" X 11 1/8"
NON-BLEED PAGE SIZE	7" X 10"
BLEED SPREAD SIZE*	16 1/4" X 11 1/8"
NON-BLEED SPREAD SIZE	15" X 10"
1/2 PG. SPREAD (NON-BLEED)	15" X 4 7/8"
1/2 PG. SPREAD (BLEED)	16 1/4" X 5 1/2"
1/2 PG. PAGE (VERTICAL)	3 3/8" X 10"
1/2 PG. PAGE (HORIZONTAL)	7" X 4 7/8"
1/2 PG. PAGE (ISLAND)	4 9/16" X 7 1/2"
1/4 PAGE (VERTICAL)	3 3/8" X 4 7/8"
1/4 PAGE (HORIZONTAL)	7" X 2 1/8"

*BLEED ADS & BLEED SPREADS REQUIRE A 1/2" SAFETY MARGIN IN FROM THE BLEED SIZE.

DIGITAL REQUIREMENTS

PDF/X1A are the preferred format for Home Channel News. Digital advertising is submitted by the advertiser and accepted by Lebharr-Friedman with the agreement that the material will perform satisfactorily with no intervention required on the part of Lebharr-Friedman. If the supplied digital advertising materials do not meet the criteria required or require intervention or handwork to prepare material for press, the advertiser will be billed for all costs incurred.

Earned frequency is based on the number of insertions used within a 12-month calendar year.

AGENCY COMMISSION AND PAYMENT TERMS

15% commission to recognized advertising agencies on gross billings for display advertising, color and premium. No commissions will be paid on invoices not paid within 30 days of billing date. Mechanical charges and special services are non-commissionable. Publisher reserves the right to hold the advertiser and/or the agency jointly and severally liable for such monies as are due and payable to the publisher.

INSERTS

Non-cancellable. Rates on request. Maximum weight: 80 lb. Before preparing, contact Production Department for mechanical requirements and postal regulations. Single-page "magazine size" inserts, printed one side only: 15% premium.

Ship inserts to: Home Channel News, c/o R.R. Donnelley, Route 251 South and 4099 Road (Eljan Road), Mendota, IL, 61342.

CLASSIFIED/RECRUITMENT

Information and rates on request. Call Jim Reynolds at (212) 756-5138.

PREMIUM POSITIONS

Available and non-cancellable
Earned rate + color

Back cover and center spread +20%

Pages 5, 7 and third cover +15%

Position guarantees +15%

Special supplements, category reports +15% and merchandising section openers

4-COLOR RATES (gross)

AD SIZE	1x	3x	6x	9x	12x
Full Page	9,020	8,570	8,130	7,790	7,430
1/2 Mag Island	6,996	6,654	6,294	6,048	5,784
1/2 Mag	5,830	5,545	5,245	5,040	4,820
1/4 Mag	4,275	4,065	3,845	3,690	3,535

Production Questions:

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

Homepage

#1 ROS Leaderboard 728 x 90
\$8,000/mo Exclusive
\$2,500/mo Shared (Limit 6)

#2 300 x 250 Top
\$2,000/mo Shared (Limit 3)

#3 300 x 250 Bottom
\$1,500/mo Shared (Limit 3)

#4 250 x 250
\$1,500/mo Exclusive

Interior Page

#1 ROS Leaderboard 728 x 90
\$8,000/mo exclusive
\$2,500/mo shared (Limit 6)

#2 300 x 250 Top
\$1,500/mo Shared (Limit 3)

#3 300 x 250 Bottom
\$1,000/mo Shared (Limit 3)

- Pro-Dealer Zone
- Hardware Store Zone
- News Zone

Each year...

- 5.9 million ad impressions.
- 312,000 unique visitors.
- Over 1.7 million page views.

HCN TODAY: THE INDUSTRY'S DAILY E-NEWSLETTER

#1: 728 x 90
Your Logo with ad 2

#2: 728 x 90
Your Logo with ad 3

#3: 728 x 90
Your Logo with ad 4

#4: 468 x 60

Your message, Monday-Friday, in HCN Today will wake up home channel decision-makers and influencers and alert them to a new day in exciting products and services that will make a difference in their stores and to their bottom line.

- More than 43,000 total newsletter subscribers.
- More than 215,000 total impressions every month.
- Nearly 26% average open rate.

Monthly Frequency	1-3x	3-6x	6-9x	9-12x
Leaderboard	\$3,800	\$2,800	\$2,200	\$1,800
Section Sponsorships				
Tier 1 - Logo & 728 x 90 ad				
<i>Hardware Store Edition</i>	\$3,000	\$2,500	\$2,000	\$1,500
<i>Pro-Dealer Edition</i>	\$3,000	\$2,500	\$2,000	\$1,500
Tier 2 - Logo & 468 x 60 ad				
<i>Supplier News</i>	\$2,000	\$1,500	\$1,000	\$800

HOME CHANNEL NEWS ONLINE SPECS

WEBSITE AD MATERIALS REQUIRED

Ad creative materials (if sending from a Mac please zip & attach the file to the email)

- URL for click-through
- Web Advertising Guidelines
- Prior to submission, creatives should be tested for stability across all browser platforms.
- Please adhere to the File Size Specs when submitting creative:
Max file size is 45kb.
- All creative is subject to approval by both the website and the Ad Production group.
- Accepted File Formats: Macromedia Flash, Rich Media (SWF, etc.) GIF, JPG, third party tags.

E-NEWSLETTER ADS – MATERIALS REQUIRED

- Ad creative materials (if sending from a Mac please zip & attach the file to the email)
- URL for click-through
- Prior to submission, creatives should be tested for stability across all browser platforms.
- Please adhere to the File Size Specs when submitting creative.
- All creative is subject to approval by both the website and the Ad Production group.
- Accepted File Formats: GIF, JPG. File sizes not to exceed 25kb.
- No Rich Media ads are accepted.

OUTLOOK 2007 E-MAIL RENDERING

Outlook 2007 uses Word 2007, not Internet Explorer to render HTML e-mails. This has the following implications:

- Animated gifs, Flash or other plug-ins unfortunately are not supported
- Image will be rendered as static, only the first frame will display
- Ensure animated gifs have link in the first frame

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