

HARDWARE Retailing 2012 ADVERTISING PROGRAMS



WINTER AND SPRING POWER PROGRAMS JANUARY, FEBRUARY, APRIL AND MAY

The Fast Start Program

The *Fast Start Program* is specifically designed to help manufacturers with budgets of all sizes to get a jump-start on their advertising and marketing campaigns.

- Perfect for advertisers that want to start 2012 with a powerful message.
- Spread, full and half page options available at three budget-pleasing prices.

Ad Closing: December 1, 2011



Spring Market Impact

Showcase your products at the height of the spring market season and get exposure before the industry's independent retailers head to their wholesaler markets.

- Show your support to wholesalers.
- Become the must-see booth at the spring markets and place your ad next to *Hardware Retailing's* extensive spring market coverage.
- List your booth numbers and drive traffic.

Check out our 2012 Editorial Calendar for important spring market dates.



The May Issue

If there is one issue you have to be in, this one is it. Your ad in the May issue reaches more retail decision makers than any other publication in the industry!

- The ideal program for advertisers wanting to blow up their advertising surrounding the industry's biggest event.
- Full, half and quarter page options that are the right price for your marketing dollars.
- Additional show coverage? It's all yours at no additional cost! Be sure to ask us about your FREE add-on promotions.

Ad Closing: March 26, 2012



Want to Know More About a Program?

Call Your Regional Sales Manager Today

NORTHEAST REGION

Lowell Huffman

p: 317-275-9422
p: 765-541-0785 (cell)
f: 317-275-9403
e: lhuffman@nrha.org

MIDWEST REGION

Tony Sarantakis

p: 847-934-9515
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SOUTHEAST REGION

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Tyler Shoup

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p: 317-446-4736 (cell)
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e: tshoup@nrha.org

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STUNNING SUMMER PROGRAMS MAY, JUNE AND JULY

May/June Combo Program

Give an added boost to your post-National Hardware Show® and NRHA Rethink Retail Conference promotions with our brand new May and June Combo Program.

- Buy at the contracted price in May and June and get a second ad in May completely free.
- Available in all ad sizes with your choice of placing your May ads together or separate.
- Double the exposure at half the price!

May Ad Closing: March 26, 2012

June Ad Closing: May 1, 2012



Made in America

July's issue of *Hardware Retailing* is celebrating those special manufacturers who make their products in the USA.

- In this exclusive section you can tell your corporate story, reveal your manufacturing process and show off your Made in America products.
- Want brand and product exposure? This program is exactly what you need to bring in those sizzling summer sales.
- The perfect advertorial without the added work. Our editorial staff will work closely with you to tell your story to our readers.

Ad Closing: May 15, 2012

Materials Deadline: May 18, 2012



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FIERY FALL IMPACT AUGUST, SEPTEMBER AND OCTOBER

Fall Market Impact Program— Buy Two, Get One Free.

From August to October, retailers head to their wholesaler markets eager to purchase—making this time of the year one of the most crucial selling periods.

- The best program to make sure your products are top of mind with retailers when they head out to buy during the combat selling season.
- Get three full months of market coverage for the price of two.
- Available in full, half and quarter page options.

Ad Closing: June 29, 2012



YEAR-ROUND PROGRAM

New Product Maximizer

Making an impression is important. That is why *Hardware Retailing* has put together a program that will make a big splash with a small investment.

- Introduce your new, or current, products with a consistent message to our readers.
- Get up to six months of solid advertising coverage.
- Choose from two great price and size options that allow you to tailor how you want your brand to be promoted.



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