

Act Now and Take Your Marketing Efforts to the Next Level!

Call Your Regional Sales Manager
for More Information

NORTHEAST REGION

Lowell Huffman

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

SOUTHEAST REGION

Nick O'Connor

p: 317-275-9409
p: 317-364-0360 (cell)
f: 317- 275-9403
e: noconnor@nrha.org

GREAT LAKES REGION

Tyler Shoup

p: 317-275-9443
p: 317-446-4736 (cell)
f: 317- 275-9403
e: tshoup@nrha.org

MIDWEST REGION

Tony Sarantakis

p: 847-934-9515
p: 847-431-3370 (cell)
f: 847-934-2494
e: tonytakis@aol.com

MIDWEST REGION

Chris Miller

p: 630-234-3272
f: 847-934-2494
e: cmiller7288@yahoo.com

WESTERN REGION

Karen Swaynie

p: 317-275-9437
p: 317-437-5923 (cell)
f: 317- 275-9403
e: kswaynie@nrha.org

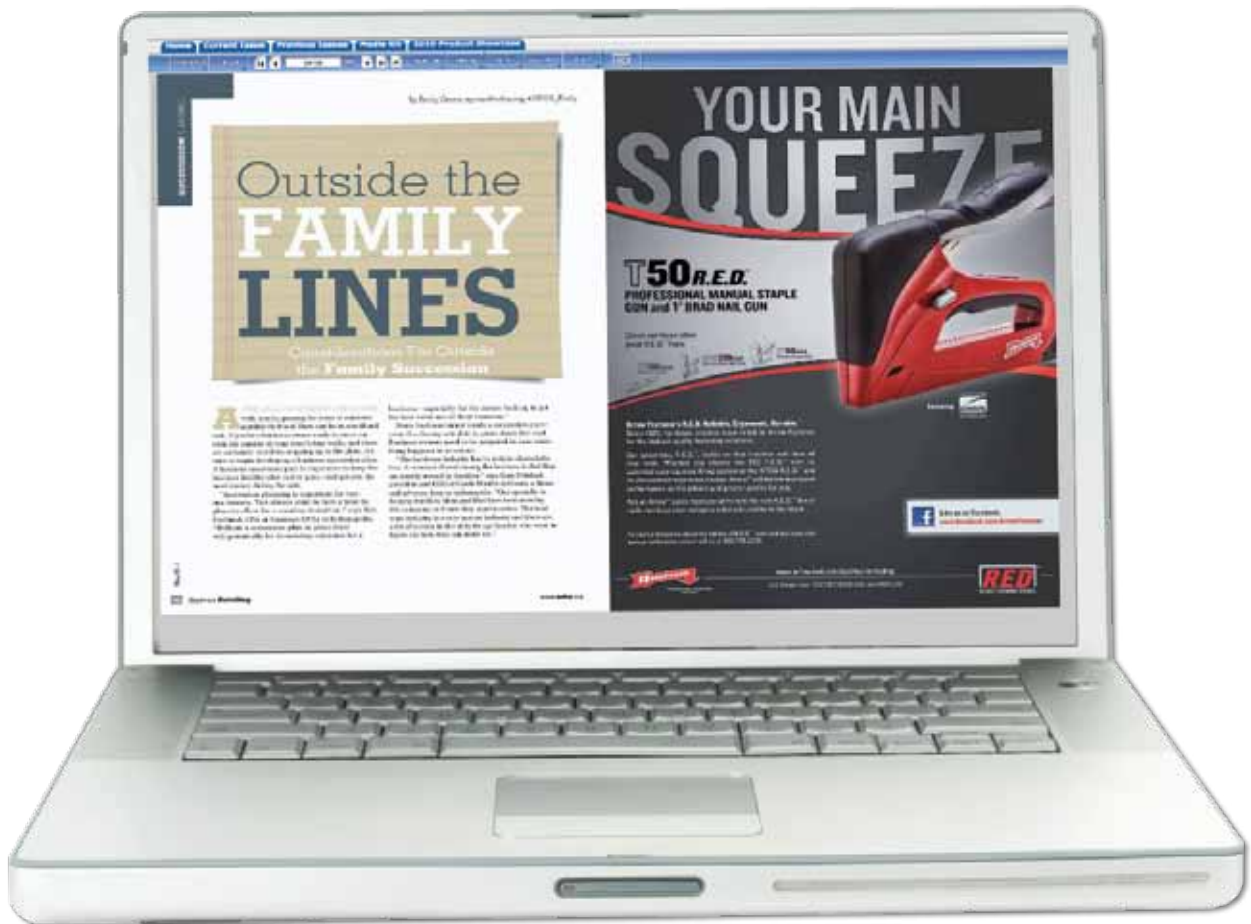
CANADA

Beverly Allen

p: 416-489-3396
p: 647-880-4589 (cell)
f: 416-489-6154
e: bev@hardlines.ca



Get Maximum Retail Exposure at No Additional Cost



**Print Advertisers Get 55,000+
Digital Circulation FREE!**

*Hardware Retailing –
Most Circulation, Most Frequency,
Most Respected – Lowest Cost!*

Hardware Retailing's Digital Edition Gives Your Advertisement Complete Market Reach!

1 Live links within your ad that lead directly to your website. This allows our readers to actively interact with your advertisement while also helping them easily find more information about your products. Do you have a video, QR code or additional media to place in your ad? *Hardware Retailing's* Digital Edition is the perfect place for it!



Hardware Retailing's Digital Edition Makes it Easier To...

- Drive home messages on your products through embedded videos.
- Share content through social media.
- Easily download articles and ads.
- Print Files
- Access Past Issues

Don't Pay More... Why Digital Edition Ads Cost Less

In recent industry research, retailers overwhelmingly report they want to receive their trade publications in print. The *Hardware Retailing* Digital Edition was developed to extend and maximize the reach of the print edition, not replace it.

In the retail home improvement market, digital trade magazines are only opened by about 20-25% of recipients who spend 5-10 minutes reading it. By

comparison, *Hardware Retailing* Print Edition is read by over 125,000 readers, who spend on average 44 minutes reading it... EVERY MONTH!

Make no mistake: while there is some interest in digital editions, *Hardware Retailing* Print Edition reaches more than 10 TIMES THE READERS as its digital counterpart! Ad rates for the digital edition are priced accordingly.



2 Interactive toolbar that makes it simple for our readers to navigate, share, print and search for your ads. This allows for even greater opportunities for advertisers in our print magazine to extend their reach within the retail market, have their information shared and get in touch with the industry's decision makers.



3 Just like in our print edition, this complete ad index gives our readers yet another easy and direct way to access, research and become exposed to your products and brand.

How Our Readers Want It...When They Want It

Hardware Retailing's Digital Edition is now optimized for easier access to Android, iPhone and iPad. What better way to get your advertisement to our readers how they want it, when they want it...no matter where they are at?

Want to Advertise **ONLY** in the Digital Edition?

Highest Value...Lowest Cost in the Industry!

Ad Rates for *Hardware Retailing* Digital Edition **ONLY**:

ONLY \$895 for full page!

\$4295 for 6 consecutive months!

\$495 for 1/2 page

Remember: All advertisers in *Hardware Retailing* Print Edition get their ads in the Digital Edition at no additional cost as part of their total print package! This represents your greatest value advertising investment.