

JANUARY

Can You Hear Me?

How are consumers reacting to your advertising efforts?

Navigating the Internet: *What consumers are looking for when they go online.*

Category Coverage: *Impulse/Consumables*

Webinar: *Can You Hear Me?*

Industry Events:
United Hardware Buying Market
Jan. 6-8

Ad Closing: Dec. 1, 2011

JULY

Future Proofing Your Store:

A look into getting the next generation excited about getting involved in the industry.

Young Retailer of the Year Profiles

Category Coverage: *Pet Supplies/Wild Birds*

Ad Closing: June 1, 2012

FEBRUARY

2012 Legislative Action Pack

Covering key pieces of legislation that affect small business and how retailers can make a difference.

Category Coverage: *Paint and Sundries*

Industry Events:
Orgill Inc., Spring Dealer Market
Feb. 2-4
American Rental Association
Rental Show
Feb. 5-8
International Builders' Show
Feb. 8-11
True Value Spring Market
Feb. 20-22

Ad Closing: Jan. 2, 2012

AUGUST

Creating a Community Hub:

Tips on how your store can be a community hot spot.

Webinar: *Creating a Community Hub*

Category Coverage: *Lawn and Garden*

Industry Events:
Orgill Inc., Fall Dealer Market
Aug. 16-18
Ace Hardware Buying Market
Aug. 16-18

Ad Closing: June 29, 2012

MARCH

Employee Motivation: *Simple ways to let employees know they are making a difference.*

Category Coverage: *Housewares*

Webinar: *Employee Motivation*

Industry Events:
Hearth, Patio and Barbecue Expo
March 1-3
Ace Hardware Buying Market
March 8-10
International Home and Housewares Show
March 10-13

Ad Closing: Feb. 1, 2012

SEPTEMBER

Secrets from the Best: *Finding success in commercial sales.*

The New Lumberyard: *Profiling the "new" lumberyard and how it has changed in the recession.*

Category Coverage: *Plumbing and Electrical*

Industry Events:
Home Hardware Ltd., Buying Market
Sept. 22-2
True Value Buying Market
Sept. 21-23

Ad Closing: Aug. 1, 2012

APRIL

Changing Consumers' Perceptions on Pricing: *A retailer's guide to raising margins and how price perceptions are formed.*

What Went Wrong: *What happens when changes in a store don't go as planned.*

Category Coverage: *Hand and Power Tools*

Industry Events:
Kitchen/Bath Industry Show and Conference
April 27-29
Home Hardware Ltd., Buying Market
April 22-24

Ad Closing: March 1, 2012

OCTOBER

What's in a Name? *A look into branding and how the economy has impacted brand-name loyalty.*

Category Coverage: *Builders' Hardware*

Industry Events:
Do it Best Buying Market
Oct. 13-15

Ad Closing: Aug. 31, 2012

MAY

The Store of the Future: *From merchandising solutions, new marketing techniques and retailing how-to tips, we introduce the store of the future.*

Top Guns

Category Coverage: *Safety*

Webinar: *Store of the Future*

Industry Events:
National Hardware Show®, NRHA Rethink Retail Conference
May 1-3
Do it Best Buying Market
May 19-21

Ad Closing: March 26, 2012

NOVEMBER

The Secret Life of a Shoplifter *Investigating the changes and trends in modern day shoplifting.*

Category Coverage: *Lumber and Building Materials*

Industry Events:
STAFDA Annual Convention
Nov. 4-6

Ad Closing: Oct. 1, 2012

JUNE

Learning from the Evolution of the Big Box: *It's time to give the big box a check-up and see how consumers are really rating them.*

Category Coverage: *Farm/Ranch/Automotive*

Webinar: *Learning from the Evolution of the Big Box*

Industry Events:
United Hardware Buying Market
June 15-17

Ad Closing: May 1, 2012

DECEMBER

Market Measure: *The industry's annual report.*

Webinar: *Market Measure*

Category Coverage: *Storage*

Ad Closing: Nov. 1, 2012