







**88%** of our readers say they prefer *Hardware Retailing* over other industry publications to get information on industry trends and how-to management advice.

- |  |   |
|--|---|
|  Hardware Retailing (87.95%)  |  Home Improvement Executive (.75%) |
|  Pro Builder (.75%)          |  Pro Dealer (2.75%)               |
|  Hardware Connection (.25%) |  Home Channel News (7.65%)       |

Source: 2011 Hardware Retailing Magazine Readership study

# ***Hardware Retailing* is the best and most trusted publication to place your ad dollars in!**

**Trust the results!** Compared to other industry options, *Hardware Retailing* is the only logical choice for your advertising needs.



**Call Your Region's Sales Representative Today!**

# **READERSHIP STUDY**

Dear Advertiser:

This 2011 *Hardware Retailing* Magazine Readership study represents the results of a survey stemming from a random sample of over 10,000 independent home improvement retailers. The survey was distributed online and represents a cross-section of the retail sector by store type (hardware store, home center and lumberyard), store sales volume and geographic distribution.

The survey is designed to help both *Hardware Retailing* staff and advertisers understand how retailers' respond and use the magazine, how it compares to other advertising options and how the magazine can be improved to make it more valuable to readers and advertisers.

As has been the case for many years, *Hardware Retailing* magazine is the undisputed leader in delivering targeted communications to the owners and managers at the industry's retail stores. *Hardware Retailing* is valued by your customers as the leading source for how-to management advice and a source for finding new and exciting products to stock on the shelves of their stores.

We believe *Hardware Retailing* represents your best advertising value and look forward to helping you grow your business.

Regards,



Bill Lee  
Publisher, *Hardware Retailing* Magazine  
President and CEO  
North American Retail Hardware Association



# Meet Our Audience, Your Customers.

## 2011 Retail Store Count by Market Segment



Source: North American Retail Hardware Association

Independent Hardware Stores, Home Centers and Lumberyards

90%  
39,425 Units

Home Depot and Lowe's

10%  
4,076 Units

## 2011 Sales by Market Segment



Source: North American Retail Hardware Association

Independent Hardware Stores, Home Centers and Lumberyards

70%  
\$283.9 Billion

Home Depot and Lowe's

30%  
\$127.5 Billion

## Hardware Retailing Has Industry Clout

The retailers who read *Hardware Retailing* magazine trust the publication, rely on the information it provides and use it as a source for finding new products. **Just ask them!**

**89%** of the retailers said *Hardware Retailing* is THE MOST IMPORTANT publication to them when it comes to running their businesses and staying up-to-date on industry trends.

**88%** of the retailers surveyed said if they could read only ONE publication, it would be *Hardware Retailing*.

**98%** of our readers identify *Hardware Retailing* as an EXCELLENT source for business information, new products, industry news and trends.



**99%** of our readers say they find something **VALUABLE** in every issue of *Hardware Retailing*.

## Your Customers See and React to Your Ads

*Hardware Retailing* continues to be an increasingly valuable resource for retailers and manufacturers who need to connect with each other. Your ads will create awareness for your company and products and grow your business in the channel.

**Nearly 100%** of our readers say they look at the ads in the magazine.

**60%** of our readers visit manufacturer websites directly to obtain further information on products they see in *Hardware Retailing*.



**89%** of our readers say they **take action** after seeing an ad in *Hardware Retailing*.

# Reach Engaged Readers

Retailers who read *Hardware Retailing* don't just do it for a quick scan of the headlines, they are engaged with the publication, the advertisers and the message!

**92%** of retailers surveyed said they read at least part of every issue of *Hardware Retailing*.

**44 minutes** is the amount of time the average reader of *Hardware Retailing* spends with each issue, more than ANY other publication in the industry. In fact, 17.3 percent of readers surveyed spend more than one hour with each issue.

**140,000 readers** will see your ad message in the print edition alone! The average subscriber to *Hardware Retailing* passes the magazine along to three other people in their organization to read.

## 5 Top 5 Retailer Favorites in *Hardware Retailing* magazine

1. **New Product Features** ..... 100 percent somewhat to highly interested
2. **How-To Management Features** ..... 98 percent somewhat to highly interested
3. **Merchandising Features** ..... 96.6 percent somewhat to highly interested
4. **Pricing Articles** ..... 96.6 percent somewhat to highly interested
5. **Inventory Control Articles** ..... 96 percent somewhat to highly interested

## Reaching Our Readers How and Where They Want

Although today's retailers overwhelmingly prefer to receive the print edition of *Hardware Retailing*, some retailers want to receive a digital edition; and *Hardware Retailing* delivers. This means your ad message gets maximum possible store exposure, unmatched by any other industry publication.

<b>Print Edition</b>	<b>Digital Edition</b>	<b>Total Print and Digital Impressions</b>
34,000	55,000	
3 Pass Along	20 percent	
+ Readers	x Open Rate	
<b>136,000*</b>	<b>11,000</b>	<b>147,000</b>

\*When combined with our print circulation and pass along rate of three additional people.

## Understanding the Relative Importance of Print and Digital Magazines

*Hardware Retailing* magazine has responded to a growing interest among retailers and manufacturers in digital publications by developing the largest digital circulation in the industry. But make no mistake, hardware retailers overwhelmingly prefer print publications to digital versions and spend limited time with digital magazines.

Digital magazines have value, but only limited value as an advertising vehicle. While they provide extended reach, most readers are only mildly engaged with digital publications. It is important to evaluate the relative value of digital ads and pay no more than what they are worth.

**75%** of readers say they prefer the print version of *Hardware Retailing* to a digital publication.

**84%** spend less than 10 minutes reading through digital publications.



On average, readers spend **44 minutes** with *Hardware Retailing's* print edition.