

CANADA'S LARGEST BUILDER/CONTRACTOR IDEAS MAGAZINE

Homes & cottages

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**EXCITING CONTEST
IN EVERY ISSUE**

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**132,135 PROFESSIONAL
READERS PER ISSUE**

"We really enjoy Homes and Cottages, and as soon as it comes in, my handyman and I fight over who gets it first! (It's usually him, as I am drowning in paperwork!)"

Applegrove Co-operative Homes Inc. – Trade

"I put the magazine in the front office (after I read it). The corners are already folded up. Lots of people looking at it. A good response."

JS Design Ltd.

Reach Canada's Industry Leaders!

BUILDERS, CONTRACTORS, HOME IMPROVEMENT RETAILERS & SUPPLIERS



TRADE
CIRCULATION
132,135

TRADE CIRCULATION

Canada's Largest and Most Preferred Trade Magazine

We are a nationally and regionally-distributed magazine, and CCAB-audited. *Homes & Cottages* reaches qualified and audited end-users who are active industry tradespeople.

Professional Residential Builders	19,575
Renovation & Remodelling Contractors	8,937
Related Professionals & Sub Trades	24,188
Landscape Contractors	6,542
Painters & Drywall Contractors	6,102
Architect/Architectural Technologists	2,806
Deck & Railing Builders	1,348
Manufacturers & Distributors of Residential Building Materials	3,364
Kitchen & Bathroom Retailers	3,407
Lumber & Building Yards	1,095
Home Centre	1,475
HVAC Contractors	8,125
Electrical Contractors	8,753
Condo Developers	1,215
Townhouse Developers	5,655

Source: Publisher's own internal records



- 32% Related Professionals & Sub Trades
- 23% Professional Residential Builders
- 9% Landscape Contractors
- 8% Painters & Drywall Contractors
- 6% Renovation & Home Improvement Contractors
- 5% Kitchen & Bathroom Retailers
- 4% Deck Builders/Manufacturers
- 4% Architect/Architectural Technologists
- 2% Residential Building Materials





EDITORIAL CALENDAR

ISSUE 1 | March

Space Closing: 16th January
Material Closing: 23rd January
Published: 20th February

Welcome Spring: Additions, garages and garden ideas. Replacing windows, doors, roofing, flooring and exterior cladding

Financing: Lines of credit and mortgages/wealth and estate management and retirement planning

Homes: Focus on Green Builds/Renovations

Trade Focus: Build a 50-year Deck

Products: Windows & treatments, doors, garage doors, railings, outdoor storage, solar, tools, colour trends, vacuums and floor cleaners, carpets, runners and area rugs, bedrooms and en suites

ISSUE 2 | May

Space Closing: 6th March
Material Closing: 13th March
Published: 10th April

Outdoor Living: New in decking materials, patios, outdoor kitchens, fire pits, pools, hot tubs, spas and BBQ's. Opening the cottage. Improving curb appeal including entrance doors, window boxes and shutters. Home and Auto Insurance

Homes: Cottage Appeal

Trade Focus: Staining Outdoor Wood Projects

Products: Barbecues, decks, patios, gazebos, cabanas, sheds, patio furniture, lawn equipment, gardening tools and accessories, play structures, docks, exterior lighting, outdoor audio, play products, air conditioning and ceiling fans. Perfect gifts for Mother's Day/ May 24 Celebrations

ISSUE 3 | July

Space Closing: 1st May
Material Closing: 8th May
Published: 5th June

Summer Entertaining: Entertaining in Style/Canada Day Festivities

Homes: Renovate to Perfection

Trade Focus: Advantages of Modular Builds

Products: Renovation materials, home security alarms, carbon monoxide detectors, outdoor home entertainment systems, brick, stone, vinyl and wood exterior cladding, ceiling fans



CONTACT INFORMATION

HEAD OFFICE

2650 Meadowvale Blvd. Unit 4
Mississauga ON L5N 6M5, Canada
www.homesandcottages.com

Tel.: (905) 567-1440
Fax: (905) 567-1442

THE PEOPLE

STEVEN GRIFFIN

Publisher
905 567-1440 x240
sgriffin@homesandcottages.com

LAURIE WATSON

Associate Publisher
877 662-7878
519 954 6676
lwatson@homesandcottages.com

JANICE NAISBY

Editor-in-Chief
905 567-1440 x208
jnaisby@homesandcottages.com

DIANE TIERNEY

Managing Editor
905 567-1440 x201
diane@homesandcottages.com

WENDY LANDRY

Office Manager
905 567-1440 x200
wlandry@homesandcottages.com

JEFF YAMAGUCHI

Account Manager
416 508-2382
jyamaguchi@promediacomunications.com

TINA DICKEY

Advertising Assistant
905 567-1440 x203
tina@homesandcottages.com

JASMINE DIXON

Office Assistant
905 567-1440 x204
jasmine@homesandcottages.com

NORM LOURENCO

Production
416 653-2221
norm@k9designco.com

ANNE CONLON

Sales Representative / Digital Marketing
1 844 311-3112
anne@homesandcottages.com

