CANADA'S LARGEST BUILDER/CONTRACTOR IDEAS MAGAZINE

Homes &cottages®

HOMESANDCOTTAGES.COM | 2015 TRADE MEDIA KIT

EXCITING CONTEST IN EVERY ISSUE

homesandcottages.com/contest

GOOD COMPANY

See Who is Advertising

ONLINE ADVERTISING

Page 8 for full rates and details

CELEBRATING 27 years OF PUBLISHING SUCCESS

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

CANADA'S TRADE MAGAZINE

Homes & Cottages is Canada's trade magazine. It is the largest builder and contractor magazine in Canada - delivering proven results. Don't believe us? See page 4 and 5 for our trade circulation and regional profiles!

***Homes & Cottages* has over 26 years of experience providing professional coverage to trades nationwide including:**

- Renovation Projects
- New Builds
- New Products/Ideas and Innovations
- Industry News
- Landscaping/Outdoor Projects
- Respected equally for accurate editorial and inspirational advertising content
- Trusted information/articles printed from experienced writers and photographers.
- National and Regional Coverage available
- Effective media tools for advertising revenue
- Online advertising opportunities

Homes & Cottages is Canada's trade magazine! Delivering to contractors and builders nationwide.

Reader feedback shows that editorial and advertising content in the magazine are equally valued – helping to turn projects into reality.

Isn't it time your advertising message was finally read?

Contact Laurie Watson, Associate Publisher for advertising details at 877 662 7878 or 519 954 6676 or lwatson@homesandcottages.com

From the ground up we have solutions to sell your curb appeal.

TRADE CIRCULATION
132,135

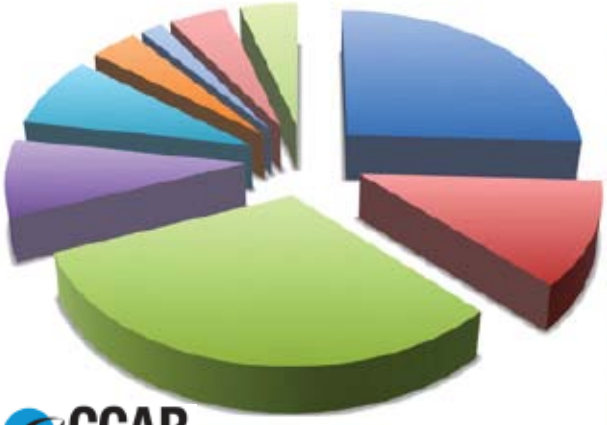
TRADE CIRCULATION

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

CCAB BPA WORLDWIDE

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

ISSUE 4 | August

Space Closing: 26th June
Material Closing: 3rd July
Published: 31st July

Bath & Laundry Room Makeovers: Ideas from flooring to cabinetry, lighting, faucets and fixtures and countertops

Homes: Emphasis on Rural Construction

Trade Focus: Building an Attic Loft

Products: Fixtures, faucets, tiles and backsplash, insulation materials, in-floor heating systems and home heating. Labour Day Celebrations, Back to School and Home Offices

ISSUE 5 | October

Space Closing: 21st August
Material Closing: 28th August
Published: 25th September

Kitchens and Dining Room: Remodelling Projects. Thanksgiving Festivities

Homes: Country Living

Trade Focus: Build a Cozy Cabin

Products: Paint, large appliances/small appliances, countertops, tiles and backsplash, indoor lighting and lamps, window coverings, accessories, carpets and art.

ISSUE 6 | November

Space Closing: 9th October
Material Closing: 16th October
Published: 13th November

Holiday Entertaining: Home Theatre Systems. What's trending in colour, furnishings and accessories, flooring, window coverings, lighting

Homes: New custom builds

Trade Focus: The right way to finish your basement

Products: Holiday Gift Guide, Fabric & wall coverings, storage and closet organization, furniture trends, skylights

*Editorial is subject to change.

NATIONAL RATES & FREQUENCY

NATIONAL	1X	3X	6X
Double Page Spread	$16,325	$15,435	$14,325
Inner Front Cover	$10,250	$9,540	$8,840
Full Page	$8,864	$8,242	$7,621
2/3 Vertical	$6,475	$5,888	$5,220
1/2 Island	$5,460	$5,025	$4,390
1/2 Page	$4,880	$4,539	$4,197
1/3 Page	$3,200	$2,950	$2,750
1/4 Page	$2,250	$2,100	$1,978

RESOURCE GUIDE	1X	3X	6X
1/2 Page	$3,600	$3,325	$3,125
1/3 Page	$2,850	$2,787	$2,500
1/4 Page	$2,600	$2,330	$2,120
1/6 Page	$1,750	$1,600	$1,425
Business Card	$900	$875	$850
Sources	$430	$410	$350

Insert and poly-bag rates available upon request

TWICE AS NICE: Inquire into the benefits of booking your advertising message in both the Trade and Consumer editions of *Homes & Cottages*.

REGIONAL RATES & FREQUENCY

REGIONAL	1X	3X	6X
Double Page Spread	$14,315	$13,390	$12,525
Inside Front Cover	$7,405	$6,845	$6,310
Full Page	$7,180	$6,690	$6,125
2/3 Vertical	$4,895	$4,600	$4,420
1/2 Island	$4,380	$4,150	$4,000
1/2 Page	$4,210	$3,970	$3,400
1/3 Page	$3,005	$2,878	$2,670
1/4 Page	$2,200	$2,052	$1,900

RESOURCE GUIDE	1X	3X	6X
1/2 Page	$3,400	$3,125	$3,050
1/3 Page	$2,778	$2,650	$2,540
1/4 Page	$2,000	$1,900	$1,728
1/6 Page	$1,800	$1,645	$1,500
Business Card	$950	$895	$850
Sources	$325	$310	$280

Insert and poly-bag rates available upon request

TWICE AS NICE: Inquire into the benefits of booking your advertising message in both the Trade and Consumer editions of *Homes & Cottages*.

PRINT ADVERTISING SPECIFICATIONS

Canadian *Homes & Cottages* is printed using the web offset process, saddle-stitched and uses a CMYK colour space.

Ad material can be sent to us via our FTP Server or our production department.

Server: ftp.homesandcottages.com
User: uploads@homesandcottages.com
Password: media123

Server: k9designco.com
User: hc.k9designco.com
Password: up10ad5

Hard proofs and digital submissions can be sent to:
Homes & Cottages, Attn: Production Department,
4-2650 Meadowvale Boulevard, Mississauga, ON, L5N 6M5,

or via email to norm@k9designco.com.

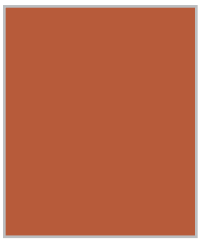
FULL PAGE SPECIFICATIONS

LIVE:
8.5" x 10.25"

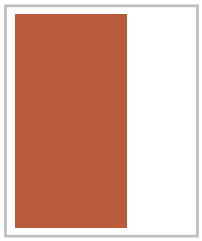
TRIM:
9" x 10.75"

BLEED:
9.50" x 11.25"

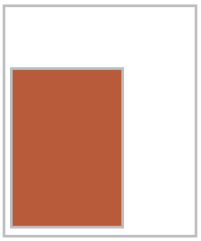
NEW PAGE SIZES



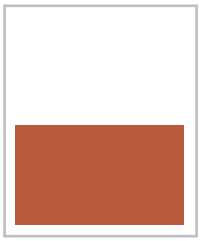
FULL PAGE
9" x 10.75"



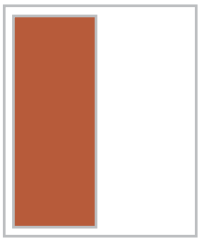
2/3 PAGE
VERTICAL
5.25" x 9.875"



1/2 PAGE
ISLAND
5.25" x 7.5"

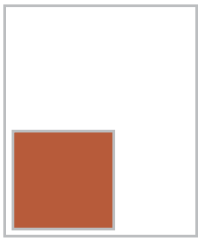


1/2 PAGE
HORIZONTAL
8" x 4.875"

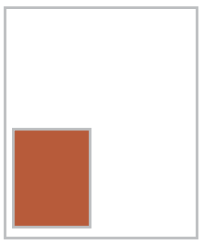


1/2 PAGE
VERTICAL
3.875" x 9.875"

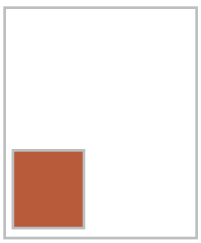
1/3 PAGE
VERTICAL
2.5" x 9.875"



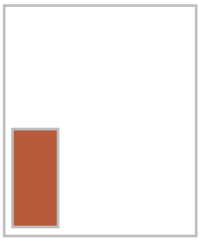
1/3 PAGE
SQAURE
5.25" x 4.875"



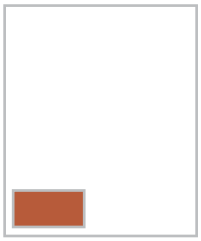
1/4 PAGE
VERTICAL
3.875" x 4.875"



PRODUCTS &
SERVICES
3.5" x 3.85"



1/6 PAGE
VERTICAL
2.5" x 4.875"



BUSINESS CARD
3.5" x 1.85"

Inserts and Direct Mail: Please contact your sales representative for more details

ONLINE ADVERTISING SPECIFICATIONS

BANNER SIZE OPTIONS

Leaderboard 728 x 90
Big Box 300 x 250

Cost will depend on frequency purchased and length of run. The packages below include advertising in all the online mediums available within the Homes & Cottages.

For $4,500 you receive the Prestige Package including a dedicated email advertorial, 1 Rotating Leaderboard or Big Box Banner ad on the website, 3 Leaderboard or Big Box Banner Ads in the Email Newsletter, 3 Facebook Posts and 3 Twitter Posts. This prestige package will give you the highest exposure across the Homes & Cottages online mediums.

PRESTIGE PACKAGE

- ROS
- 1 Rotating Leaderboard or Big Box Banner Ad
- Dedicated Email Advertorial Newsletter
- 3 Leaderboard or Big Box Banner Ads in Email Newsletter
- 3 Facebook Posts
- 3 Twitter Posts

DIAMOND PACKAGE

- ROS
- 1 Rotating Leaderboard or Big Box Banner Ad
- 4 Leaderboard or Big Box Banner Ads in Email Newsletter
- 3 Facebook Posts
- 3 Twitter Posts

GOLD PACKAGE

- ROS
- 1 Rotating Leaderboard or Big Box Banner Ad
- 3 Facebook Posts
- 3 Twitter Posts

	1 Month	3 Months	6 Months
Prestige Package	$4,500	$4,000	$3,000
Diamond Package	$3,000	$2,750	$2,000
Gold Package	$1,000	$800	$500

For additional detail, please request the "Online Advertising Packages".

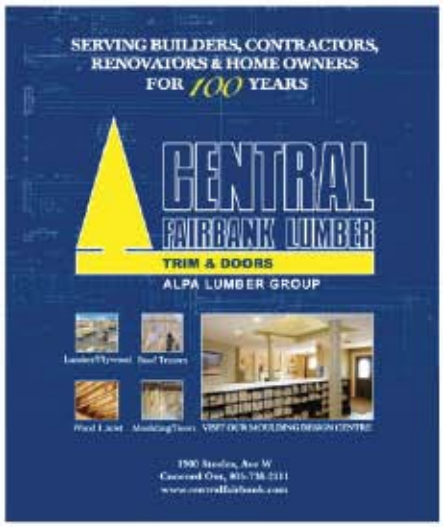
***Homes & Cottages* Head Office:**

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

Contact:

Randy Chinn
416 273 8007
online@homesandcottages.com

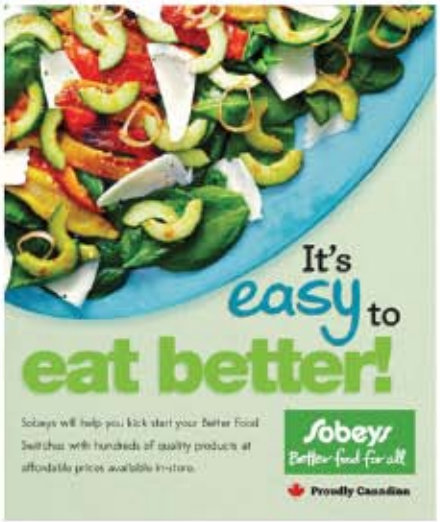
WE KEEP GOOD COMPANY



TOTALLY WORTH
THE LIFE JACKET
TAN LINES.
CANADA'S
COTTAGE
STORE

GAF'S VALUE COLLECTION DESIGNER SHINGLES
SO LUXURIOUS, YOU'D SWEAR THEY
COST TWO OR THREE TIMES AS MUCH!
GAF

SOME THINGS
SIMPLY NEED TO
BE DONE RIGHT.
BASF
WALLTITE Eco
WALLTITE
Eco


It's
easy to
eat better!
Sobeys will help you kick start your Better Food Switches with hundreds of quality products at affordable prices available in-store.
Sobeys
Better food for all
Proudly Canadian

Trex
WHERE ENGINEERING
Meets Artistry
When engineering meets artistry, deck frames become steel

VELUX introduces
North America's first
solar powered skylight
Bringing light to life
VELUX
Skylights & Sun Tunnels

$100 OFF
$2,499
Want to enjoy more time this summer?
TORO

THE BEST WAY TO EXPLORE
CANADA FROM COAST TO COAST
VIA

ONE CAN.
DOUBLE DUTY.
OLYMPIC MAXIMUM STAIN + SEALANT IN ONE.
INSIST ON OLYMPIC
MAXIMUM

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@promediacommunications.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