

H O M E

# BUILDER

THE MAGAZINE OF THE CANADIAN HOME BUILDERS' ASSOCIATION



30

1987-2017



Canada's #1  
Magazine for  
Residential  
Home Builders  
& Professional  
Renovators

# 2017

## Media Kit & Rates

30th Anniversary Covering  
Canada's Residential Housing Market



## Readership

As **Home BUILDER Magazine** enters its 30th year of publishing, we promise to continue delivering outstanding readership with the most comprehensive, constantly updated mailing list in the Canadian residential construction industry, assurance that your advertising message is not just delivered but read by the most active and qualified buyers of building products and services in Canada.

As the only official magazine of the **Canadian Home Builders' Association (CHBA)**, every member, provincially and locally, receives the magazine by subscription. But we don't stop there: Our circulation goes beyond the CHBA membership to include thousands of other builders, contractors and renovators, including subtrades, who actively participate in the Canadian construction industry.

Our **Readers' Survey** found that an average issue is read by 4.4 people among builders, 2.45 people among renovators and 3.6 people among manufacturers and suppliers. That translates into more than 115,000 readers per issue who will see and read your message. When we exclude manufacturers and suppliers, the numbers are still impressive: The industry's core trade readership accounts for more than (calculate) 103,000 readers.

The number of people reading **Home BUILDER Magazine** is only one measure: We deliver engaged readers who read most of the magazine, loyal readers who keep the magazine for a long time and, most importantly, active readers who take action to find, contact and buy from the advertisers.

More specific details about these readers' actions and habits can be found on pages 7 and 9.

## Distribution & Readers

- True coast-to-coast national distribution.
- Core readership comprised of residential home building and renovation companies.
- Every member of the Canadian Home Builders' Association (CHBA).
- Bonus distribution at major trade and construction trade shows.
- Distribution at buyers' group meetings.
- Exclusive distribution at CHBA National Conferences and national meetings.

For editorial consideration, please refer to Editorial Submission Guidelines on our website: [www.homebuildercanada.com/editorialsubmission.htm](http://www.homebuildercanada.com/editorialsubmission.htm)

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## 10 Good Reasons to Advertise in Home BUILDER Magazine

**CHBA:** The official magazine of the Canadian Home Builders' Association. We reach every member and many more in the multi-billion-dollar Canadian residential construction market.

**Circulation:** Highly targeted and constantly updated database of builders and renovators from coast to coast—the real buyers of your products and services. With a high rate of pass-along readers, we reach more than 115,000 potential buyers. So does your message.

**Editorial excellence:** Written by a wide range of industry experts who deliver topical information readers can use to improve and advance their businesses.

**Readership & Writership:** Our readers are industry professionals just like you. Our content is written by the foremost experts in their fields—valuable content that ensures long shelf life and a pass-along rate.

**Credibility:** In each and every issue, your company message is surrounded with quality content, stunning layouts, expert opinions, engaging and practical articles, plus CHBA pages, including the president's message and the CEO's update.

**Long-term exposure:** Magazines are used as reference material for many months going forward. Your message keeps working.

**Online exposure:** Every issue is posted online in the form of a digital edition with live links to the advertisers' websites. Back issues are archived and easily accessed by clicking on their covers.

**Free listings:** In our online Buyer's Guide, a great reference for the residential construction industry.

**Added-value bonuses:** We offer a variety of added-value benefits, at no charge, to long-term advertisers: frequency discounts, direct links from the digital edition, online listings, product announcements and preferred positions. You get more for your money.

**Ad rates for every budget:** From classified, to product announcements to full pages, from inserts to poly-bags and regional distribution, we're here to assist you in getting the exposure you need. There's an option for every budget, and we'll work with you to maximize your advertising dollar and target your message for best results.

***Publishing excellence for the residential construction industry since 1976.***

# Market Impact: New Home Construction

**In 2015, new home building industry was essential to Canada's economic strength and prosperity!**

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**195,924** New housing starts — a key to economic growth across Canada.

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**413,356** On-site and off-site jobs in new home construction, a major source of employment in Canada.

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**\$24.3** Billion in wages — that show up in purchases across the entire national economy.

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**\$58.7** Billion in investment value — the largest single wealth-builder for for most Canadian families.

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Economic Impacts were calculated by Will Dunning Inc. Economic Research for the country. Estimates based on 2015 data from Canada Mortgage and Housing Corporation and Statistics Canada. Acquisition costs included in "investment value" total as well.

For more information on Canada's residential construction industry, contact:  
Kevin Lee, Chief Executive Officer  
Canadian Home Builders' Association  
Phone: 613-230-3060  
E-mail: [kevin.lee@chba.ca](mailto:kevin.lee@chba.ca)

Canadian  
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Association



## Readers Profile: Builders and Sub trades

**#2** Trade Magazines are the #2 source of trade information for builders, right behind Peers and before Industry Associations (#3), the Web (#4) and Manufacturer Literature.

**28** Average years in business; **50%** over 30 years; **91%** over 10 years.

**13.3** Average number of employees.

**4.4** Readers per issue. Of these, **3.3** are inside staff.

**73%** Read over **75%** of the editorial; **48%** read **100%** of **Home BUILDER Magazine**.

**73%** Look at more than **50%** of the advertising in each issue.

**56%** Keep **Home BUILDER Magazine** for over six months; **29%** keep it for over one year.

**71%** Found new info or products; **48%** referred to a web link.

**31%** Found new suppliers in **Home BUILDER Magazine**; **25%** purchased products.

**89%** Took two or more actions as a result of reading **Home BUILDER Magazine**. Three actions were taken by **70%** and four actions or more by **36%**.

Source: HBM Readers' Survey, August 2014

**“ Good. Useful and timely info. ”**

Gary Reardon, Builder, NL

# Market Impact: Home Renovation and Repair

**In 2015, residential renovation was essential to Canada's economic foundations, job creation, housing quality and long-term prosperity!**

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**595,516** Jobs in home renovation and repair, a major source of employment in Canada.

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**\$34.2** Billion in wages — show up as purchases across the whole national economy.

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**\$70** Billion in investment value — maintains and improves the largest single wealth-builder for many Canadian families.

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Economic Impacts calculated by Will Dunning Inc. Economic Research for the country.  
Estimates based on 2015 data from Canada Mortgage and Housing Corporation and Statistics Canada.

For more information on Canada's residential construction industry, contact:  
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E-mail: [kevin.lee@chba.ca](mailto:kevin.lee@chba.ca)

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Association





## Readers Profile: Renovators and Contractors

**#2** Trade Magazines are the #2 source of trade information for renovators, right behind the Web and before Peers (#3), Manufacturers' literature (#4).

**20** Average years in business; **75%** over 20 years; **91%** over 10 years.

**6** Average number of employees.

**2.5** Readers per issue. Of these, **2** are inside staff.

**69%** Read more than **75%** of the editorial; **40%** read **100%** of **Home BUILDER Magazine**.

**74%** Look at more than **50%** of the advertising in each issue.

**40%** Keep **Home BUILDER Magazine** for over six months; **29%** keep it for more than a year.

**71%** Found new info or products; **38%** referred to a web link.

**21%** Found new suppliers in **Home BUILDER Magazine**.

**77%** Took two or more actions as a result of reading **Home BUILDER Magazine**. Three actions were taken by **43%** and four actions or more by **23%**.

Source: HBM Readers' Survey, August 2014

**“ I like the magazine; I found it very useful over the years. ”**

Richard Holmes, Renovator, ON

## **Home BUILDER Magazine delivers... readership and market presence**

Trusted by thousands of builders and renovators across the country, **Home BUILDER** is the official magazine of the **Canadian Home Builders' Association (CHBA)** and the most widely read magazine in Canada's residential construction industry. According to a readers' survey, we now reach more than **115,000 readers** with every issue, with 86 per cent of respondents saying they read between 75 to 100 per cent of the magazine. Your message is delivered in the most credible forum.

The CHBA is made up of the elite members of residential construction—the true industry professionals. They are the decision-makers who choose and buy the products, materials and technology used in new home building and renovation projects. Your target audience.

**Home BUILDER's** readership goes far beyond the CHBA membership. It reaches additional builders, especially contractors and renovators, drawn from direct industry sources, including officials at all levels of government, and members of other national and regional associations in manufacturing, architecture and design.

**Home BUILDER** is a powerful tool, a dependable source of information and a showcase for the best new products and technologies in the business. We take special care to reach the grass-roots of the industry, and to offer timely and topical information our readers can use in every issue. The long shelf life of every issue is your best assurance for results.

**Home BUILDER** offers you the opportunity to reach a distinctly targeted and interested readership. Nowhere else will you be able to reach such a large share of the Canadian residential construction industry, and through such a trusted and well established name.

Your message in **Home BUILDER** places you in a dynamic medium that is widely read and respected throughout the residential construction industry in Canada. Our readers. Your customers.

## Expert Opinions, Front-line Reporting, Hands-on Information

**Topical News & Information:** Geared specifically to the residential housing industry, topics include industry, market and economic news.

**Market Report:** Focusing on a different market each issue, we work with the leaders of provincial and regional HBAs to examine the challenges builders and renovators are facing throughout the country, as well as the strengths and challenges of each market with up-to-date statistics and analysis.

**Tool Talk with Jon Eakes:** For the 14th year, Montreal-based TV broadcaster, author, renovator and trusted construction expert Jon Eakes will present product reviews and dispense professional advice in each edition of **Home BUILDER**.

**Economics with Peter Norman:** Peter is a member of the CHBA Economic Research Committee and is Senior Director of Economics Consulting at Altus Group (formerly Clayton Research), a firm of urban and real estate economists.

**Building Science:** Timely information from the leaders in Canadian construction research.

**Marketing:** Leaders of marketing strategies and solutions offer marketing tips and techniques for the residential construction industry.

**Finance:** Financial experts share their knowledge and expertise on how to get the most bang for your hard-earned buck.

**Technology:** From social media to software solutions, we look at what's new, what's coming, and what it means to builders and renovators.

### **Expert Opinions, Hands-on Information, Front-line**

**Reporting:** On topical hot buttons, written by selected industry experts in a specific field.

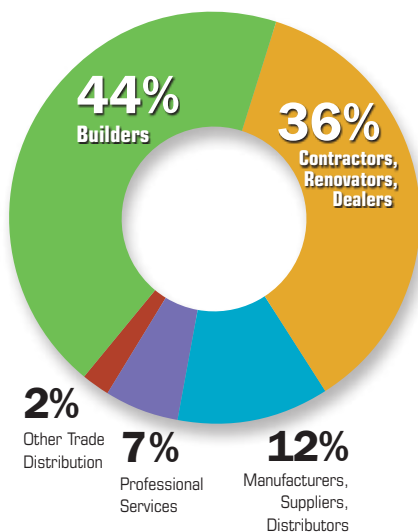
**Builder/Renovator Profile:** With a different provincial focus every issue, builders and renovators are interviewed for their opinions on hot topics and industry concerns.

**Association, economic, and industry news, book reviews, an events calendar and more...**

A **website** that is maintained and updated with news, information, and events listings. It also includes a searchable **Buyers' Guide** where builders and renovators find what they need online.

## Circulation

TRADE DISTRIBUTION	Quantity	Per cent
Builders	11,282	44%
Contractors, Renovators, Dealers	9,177	36%
Manufacturers, Suppliers, Distributors	2,956	12%
Professional Services	1,295	7%
Other Trade Distribution	290	2%
	25,000	100%
Trade Shows & Association Meetings	1,500	
Total Print Run	26,500	



GEOGRAPHICAL BREAKDOWN	Quantity	Per cent
Atlantic Provinces (NS, NB, NL, PE)	1,540	6%
Quebec	2,152	9%
Ontario	10,570	43%
Prairie Provinces (SK, AB, MB)	5,262	22%
British Columbia and Territories	5,348	20%
United States	128	
Total	25,000	100%
Trade Shows & Association Meetings	1,500	
Total Print Run	26,500	

## 2017 Editorial Outline:

The following is a rough editorial outline and should not be used as an advertising guide. Keep in mind that with every issue we offer a comprehensive look into the Canadian residential construction industry. Contact us to learn how you can target our readers at the time you need most.

### Spring

#### **Economic Outlook & Housing Forecast / Tools of the Trade / Exterior Building Products / Kitchens & Bathrooms**

Economic Outlook for 2017, plus a look at the upcoming year's residential housing and renovation market. An expanded hand and power tool section. We report on a range of products and systems used on the exterior envelope. A look at the latest trends and innovations in kitchens and bathrooms.

#### **Suggested products:**

All product lines and services, especially tools and power tools. The entire exterior package from foundations to the roof and everything in between. Kitchen and bathroom products.

Reservation: March 3  
Ad Material: March 6  
Release: March 22

### Summer

#### **Annual New Product Showcase / Outdoor Living, Landscapes & Decks / CHBA National Awards for Housing Excellence and Annual Conference**

Our 16th Annual Product Showcase shines a spotlight on the latest in building materials, new products, technology and tools. A high readership and long shelf life. A look at outdoor living, landscaping and decks. CHBA National Awards for Housing Excellence and Annual Conference, May 10-12, St. John's, NL.

#### **Suggested products:**

New products and design elements, new working concepts, tools and power tools. All interior products, especially for kitchens and baths. Outdoor living, decks and landscaping.

Reservation: May 26  
Ad Material: May 29  
Release: June 21

### Autumn

#### **Annual Renovation issue/ Jobsite Tools**

Our popular Renovation issue looks at what's hot and what's not in building design and renovation, from kitchens and bathrooms to basements, bedrooms and beyond, plus an expanded hand and power tool section.

#### **Suggested products:**

Walls, floors, ceilings, kitchen and baths, electrical and mechanical, power tools and hand tools.

Reservation: August 11  
Ad Material: August 14  
Release: September 6

### Winter

#### **Industry Leaders Speak / Technology & Trends**

A selection of the latest opinions and advice to our readers—direct from top builders, contractors, renovators, designers, manufacturers, retailers, and industry professionals. Integrating technology and communications into home design and decor, plus energy efficient trends, programs and solutions.

#### **Suggested products:**

All product lines and services.

Reservation: November 24  
Ad Material: November 27  
Release: December 20

## Advertising Rates (net rates CAD)

Please note: We offer great savings, rewards and strong incentives for multiple insertions. Contracts that will not be fulfilled will be short rated and charged at the rate earned, including complimentary insertions and online ads/enhancements.

### National display advertising rates (4-colour)

Size	1-time	2-time	4-time
Double Page Spread	C\$ 13,550	11,520	10,840
1/2 Page Spread	9,330	7,930	7,460
Back Cover	12,750	10,840	10,200
Page 2,3,4 & IBC	10,900	9,270	8,720
Full page	9,050	7,690	7,240
2/3 Page	7,750	6,590	6,200
1/2 Page	6,230	5,300	4,990
1/3 Page	4,650	3,950	3,720
1/4 Page	3,900	3,320	3,120
1/6 page	3,150	2,680	2,520
Black & White: deduct	1,250	1,250	1,250

Preferred position: 15% extra on space and colour, non-cancellable  
Position pages will only be guaranteed when paid for.

### Regional display advertising rates (4-colour)

Ontario OR Western (B.C., Prairie Provinces & Territories)

Ontario circulation: 10,570, Western circulation: 10,610

Size	1-time	2-time	4-time
Double Page Spread	C\$ 7,800	6,630	6,240
Full page	5,230	4,450	4,190
2/3 Page	4,500	3,830	3,600
1/2 Page	3,650	3,100	2,920
1/3 Page	2,760	2,350	2,210
1/4 Page	2,330	1,980	1,860
1/6 page	1,860	1,580	1,490
Black & White: deduct	750	750	750

Other Regional / Targeting Rates available upon request.

### Incentives and value-added booking bonuses

For frequency booking you are entitled to the following:

4 x Full page – 2 Free Product Announcements, value of \$3,200

2 x Full page – 1 Free Product Announcement, value of \$1,600

4 x 2/3 page – 2 Free Product Announcements, value of \$3,200

4 x 1/2 page – 1 Free Product Announcement, value of \$1,600

2 x 2/3 or 1/2 page – Half price on 1 Product Announcement,  
value of \$800

Other incentives may be offered from time to time on our website.

## Advertising Rates (net rates CAD)

### Product Announcements

Product Announcements layout is standardized, 1/6 or 1/3 page. To view a sample: [www.homebuildercanada.com/ad\\_sample.htm](http://www.homebuildercanada.com/ad_sample.htm) Rates include production. Advertisers to supply text copy and one picture. Maximum length is 100 words (200 words for 1/3 page). Title length maximum is five words. Picture size is about 1.5 mb, JPG or TIFF files.

Size	1-time	2-time	4-time
1/6 page, 4-colour	C\$ 1,600	C\$ 1,360	C\$ 1,280
1/6 page, black	1,240	1,050	950
1/3 page, 4-colour	2,740	2,320	2,190
Logo: add	100	100	100

### Product Classified Ads

Product Classified ad layout is standardized. To view a sample: [www.homebuildercanada.com/ad\\_sample.htm](http://www.homebuildercanada.com/ad_sample.htm) Ad size is 1-1/4" H x 2-1/16" W. Rates include production. One picture and approximately 20 words. Heading must fit on one line. Picture size is about 500kb, JPG or TIFF files.

Size	1-time	2-time	4-time
4-Colour	C\$ 300	C\$ 270	C\$ 240

### Insert and mailing list rental

Target as few as 2,000 names by region or by type of business for direct delivery.

Save the costs and time of mailing preparation, labels, envelopes and postage. Our Polybag service may cost less than the postage you'd have to pay!

Speak with your account representative for details.

### Online Advertising - info on page 18.

**“ Gives great information on current conditions, problems, costs and direction for the home industry. ”**

Scott Witmer, Supplier, ON

## Terms and Billing Information

1. The Advertiser and/or the Advertising Agency assume all liability for content of all advertisements printed, and assume all liability for any claims made against the Publisher as the result of an advertisement.
2. The Publisher reserves the right to refuse any advertisement it feels is inappropriate or that does not conform to the standards of the publication. The Publisher reserves the right to print the word "Advertisement" on any advertisement that might be misconstrued as editorial content.
3. Cancellations cannot be accepted after the space reservation deadline. Cancellations received thereafter are subject to a 100% charge for the advertisement.
4. Production charges for advertisements will be charged to the Advertiser at cost.
5. The Publisher cannot be responsible for errors caused by late copy.
6. The Publisher is not liable for delays in delivery and/or non-delivery in the event of any condition beyond the control of the Publisher affecting production or delivery in any manner.
7. Advertisers will be short-rated to the earned frequency if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billing has been based, including bonus insertions and added value benefits.
8. Rendering an invoice to an Advertising Agency does not relieve the Advertiser of payment for the advertisements. In the event of non-payment, Home BUILDER reserves the right to hold the Advertiser (company) and/or their Advertising Agency jointly and severally liable for such monies as are due and payable to Home BUILDER Magazine.
9. PAYMENT: Payment in advance of publication, preferably submitted with copy, is required of all new Advertisers until an account has been established. Home BUILDER Magazine may require prepayment of all advertisements for any account based on credit or payment history. For all other accounts, payment is due based on their established terms, but an additional prepayment discount is also available. Print ad payment is due within 30 days of invoice date. Digital ad payment is due on the first day of launching. Payment by cheque or bank transfer. MasterCard/VISA with 3% surcharge.
10. LATE CHARGES: A percentage rate of 1-1/2% per month (18% per annum) will be charged on all past-due invoices over 30 days.
11. All invoices are payable in Canadian dollars. For customers who prefer to be billed in US Dollars, we can convert the amount to US\$ using the exchange rate on the day the invoice is issued. Please note that an exchange surcharge of 5% will be added to the invoice for this service.
12. All bookings that earn a frequency discount and/or value added benefits and bonuses must be signed by a company representative or the Agency and the contract returned to the Publisher prior to insertion. Such contract must include the Advertiser company full information and contact person name as well as the Agency contact information.
13. Contracts agreed to in writing are considered binding by the Publisher and are subject to all terms and requirements of this rate card.



## Advertisement Measurements

<b>(W x H)</b>	<b>Full page</b>	<b>Double pg spread</b>
Trim size:	9" x 11"	18" x 11"
Bleed size:	9-1/4" x 11-1/4"	18-1/4" x 11-1/4"
Type safe:	8-1/2" x 10-1/2"	17-1/4" x 10-1/2"
Printing:	Sheet-fed offset, saddle stitched	

### VERTICAL

<b>SIZE (W x H)</b>	<b>Page grid</b>	<b>With margin*</b>
2/3 page	4-7/8" x 9-3/4"	5-5/8" x 11"
1/2 page	3-5/8" x 9-3/4"	4-3/8" x 11"
1/3 page	2-1/4" x 9-3/4"	
1/4 page	3-5/8" x 4-3/4"	

### HORIZONTAL

<b>SIZE (W x H)</b>	<b>Page grid</b>	<b>With margin*</b>
1/2 DPS	—	18" x 5-3/8"
1/2 page	7-1/2" x 4-3/4"	9" x 5-3/8"
1/3 page	4-7/8" x 4-3/4"	
1/4 page	7-1/2" x 2-1/8"	
1/6 page	3-5/8" x 3-1/4"	

\* Add 1/8" trim allowance on all sides for bleed ad.

## Material Requirements

File format for digital material:

Hi-res press-grade PDF (preferred)

Hi-res JPG or TIF (300 dpi)

Contact name and phone number of agency or individual who produced ad.

## Shipping Instructions

Digital files up to 15mb can be e-mailed to:

[coordinator@work4.ca](mailto:coordinator@work4.ca)

Contact us for other options.

Contracts and insertion orders can be sent by fax or e-mail.

Hard copy materials should be sent by courier to:

4819 St. Charles Boulevard, Pierrefonds,

QC, Canada, H9H 3C7

Attention: Sales Coordinator, Home BUILDER Magazine

Phone: 514-620-2200

Fax: 514-620-6300

E-mail: [coordinator@work4.ca](mailto:coordinator@work4.ca)

## HomeBuilderCanada.com Online Advertising

**502,825 impressions/hits per month\***

**18,576 unique visitors per month\***

\*Monthly average from October 1, 2015 to September 30, 2016.

Take advantage of this highly effective way of putting yourself in the spotlight... and reach home builders, renovators and contractors from coast to coast. More than 200,000 unique visits from your potential buyers visit **Home BUILDER Magazine's** website every year, making it an ideal medium for reaching the residential construction and renovation industry.

**HomeBUILDERcanada.com** features web-exclusive editorial content, as well as content from the magazine's print edition, back-issue articles and Readers Survey statistics, questions to our resident ToolTalk expert Jon Eakes, and listings and links to builders, contractors, renovators, manufacturers, suppliers, associations and government offices involved with the residential construction industry.

**HomeBuilderCanada.com** is a premier reference point for the residential construction industry, and our Buyer's Guide is the directory of manufacturers and suppliers that builders and contractors rely on.

There's no better way to increase your visibility and reach the thousands of builders who are visiting **HomeBuilderCanada.com** every month than to place your message on our site.

Book your banner ad today by contacting us at 514-620-2200 or [sales@homebuildercanada.com](mailto:sales@homebuildercanada.com)

### **HomeBuilderCanada.com banner ad rates:** (net CAD)

Ad category	Location	Size (WxH)	per month
Leaderboard	run of site	728 x 90	C\$ 4,380
Half-page	run of site	300 x 600	5,200
Big Box	home page	300 x 250	1,390
Vertical Box	run of site	132 x 260	890

### **Run-of-site banners are available for share rotations**

For example, Leaderboard costs C\$1,250/month for 25% share.

### **Discount for running multi-month**

Run 3 consecutive months and take 10% off. More discounts for longer run, contact us for details.

## Online Product Announcements:

A great marketing opportunity for Home BUILDER Magazine’s advertisers!

Visit our online Product Announcements Web page:  
[www.homebuildercanada.com/wp\\_main.htm](http://www.homebuildercanada.com/wp_main.htm)

Duration	Online only
2 months	C\$ 990
4 months	1,650
6 months	2,150

Rates include production. Advertisers to supply text copy and one picture. Maximum length is 100 words. Title length maximum is five words.

## Buyer’s Guide Online Enhancements:

While a basic listing in the Buyer’s Guide is free, we offer several enhancements to allow your company to stand out in the crowd.

You may update your listing and purchase any of our enhancements by visiting [HomeBuilderCanada.com](http://HomeBuilderCanada.com).

Use **PRODUCT FINDER** on the left-hand column, find your company and click on the **Update this record** link.

Call 514-620-2200 or email [buyersguide@homebuildercanada.com](mailto:buyersguide@homebuildercanada.com) if you need any help.

	3 months	6 months	12 months
Sponsor Listing	C\$ 225	C\$ 310	C\$ 500
Highlight Listing	225	310	500
Logo & Live Link	280	460	750
All three above	765	1,100	1,760
List first 10 products			Free
List additional 10 products		C\$ 220 for 12 months	
List additional 20 products		440 for 12 months	
List additional 30 products		660 for 12 months	

All the above features can be purchased online.

## Trusted by Canada's Major Advertisers

In Canada, the largest building product manufacturers and suppliers demand a consistent, credible National publication they can trust to reach and be read by professional home builders and renovators across the country.

That's why, since 1976, major advertisers have relied on Work-4 Projects's magazines, Alumi News and **Home BUILDER Magazine** to deliver their messages to the market that matters—decision makers who make buying choices.

With industry news and in-depth industry coverage and commentary, **Home BUILDER** remains the #1 National Magazine for builders, renovators, manufacturers and sub-trades... We're the voice of the residential construction industry in Canada.

New products, market trends, technical information: There is no better place to showcase your new products to the residential construction industry than in the pages of **Home BUILDER Magazine**.



“ Great content, great products, great tips. ”

Eric Leung, Builder, AB

## Our Advertisers *(Partial List)*

- ACO Systems Ltd.  
 Advanced Building Products, Inc  
 Ainsworth Group of Companies  
 Airia Brands Inc.  
 Alberta New Home Warranty Program  
 All Weather Windows Ltd.  
 Ambleside Projects Ltd.  
 American Technical Publishers  
 Amvic Building System  
 Armtec  
 Arriscraft International Inc.  
 Attic-Eeze  
 AVID Ratings  
 BELL Canada  
 Benjamin Moore  
 Bibby Ste. Croix  
 BlazeMaster, The Lubrizol Corporation  
 Canada Mortgage & Housing Corporation  
 Canadian Energy  
 Canadian Home Builders Association  
 Canadian Industrial Distributors Inc.  
 Canadian Western Bank  
 CAPP - Oilsands  
 CertainTeed Gypsum Canada, Inc.  
 CertainTeed Insulation Group  
 CGC Inc.  
 CHBA - Builder Manual  
 Craft-Bilt Materials Ltd.  
 Cosella-Dörken Products, Inc.  
 Covertech  
 CSA Standards  
 Delta Faucet  
 DeWalt  
 Dow Building Solutions  
 Dow Chemical Canada Inc  
 E.I. duPont Canada Company  
 EcoInnovation Technologies Inc.  
 Electrolux Home Care Products Canada  
 Exakttime, Inc./The Joblock System  
 Fantech Limited  
 Fascut Industries Inc.  
 Federated Insurance Co. of Canada  
 Ford Motor Company of Canada Limited  
 Fortis BC Energy  
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 GE Appliances  
 Genworth Financial Canada  
 General Motors  
 Grabber Construction Products  
 Grant Thornton, LLP  
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 Home Hardware Stores Limited  
 Home Innovation Research Labs  
 Huber Engineered Woods LLC  
 Icynene Inc.  
 IKO  
 InSinkErator (Canada)  
 Intertek  
 JELD-WEN of Canada  
 Knauf Insulation  
 Lenox Tools  
 LP CanExel  
 LiteTouch Inc.  
 LOGIX Insulated Concrete Forms  
 Malco Products Inc.  
 Masterchem Industries (KILZ)  
 MCM Services Group, LLC  
 Mercedes - Benz Sprinter  
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 Mirror Interiors Inc.  
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 MoistureShield by AERT  
 Motorola Canada Limited  
 NAPOLEON Fireplaces & Grills  
 National Class Action Services  
 National Home Warranty Programs Ltd.  
 NAVIEN  
 North American Fiberboard Association  
 NRC Institute for Research in  
 Construction  
 Nudura Corporation  
 Orderline  
 Owens Corning Canada LP  
 Permacon Group  
 PrimeSource Building Products, Inc.  
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 Improvement  
 Square, Inc.  
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 Westeck Windows Inc.  
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