

H O M E

BUILDER

THE MAGAZINE OF THE CANADIAN HOME BUILDERS' ASSOCIATION



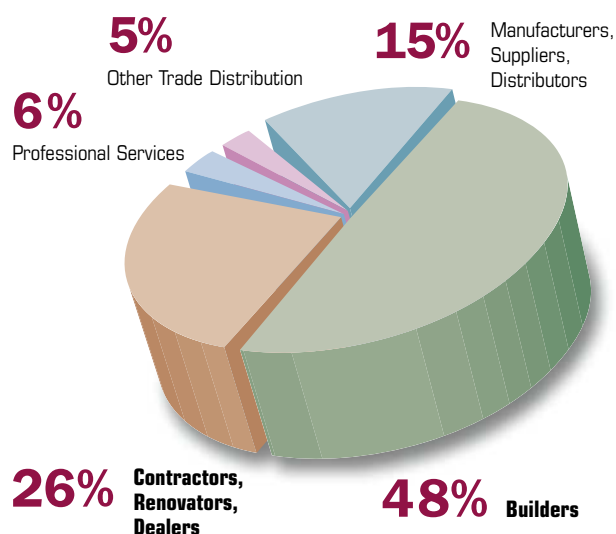
Canada's #1 Magazine for New Home Builders and Professional Renovators

Media Kit

2006



Our readers build more than
80 per cent of all the new
homes in Canada and
handle the biggest, most
demanding renovation
contracts.



TRADE DISTRIBUTION

	Quantity	Per cent
Builders	11,350	48%
Contractors, Renovators, Dealers	6,229	26%
Manufacturers, Suppliers, Distributors	3,635	15%
Professional Services	1,526	6%
Other Trade Distribution	1,178	5%
	23,918	100%
Trade Shows & Association Meetings	2,500	
Total Print Run	26,418	

GEOGRAPHICAL BREAKDOWN

	Quantity	Per cent
Atlantic Provinces	1,514	6%
Quebec	2,115	9%
Ontario	10,141	43%
Prairie Provinces	4,941	21%
British Columbia and Territories	4,634	19%
United States	573	2%
Total	23,918	100%
Trade Shows & Association Meetings	2,500	
Total Print Run	26,418	

OUR REACH

- 25,000 home builder and renovator companies
- All members of the Canadian Home Builders' Association 
- True coast-to-coast readership
- Distribution at major trade shows
- Distribution at CMHC Housing Outlook Conferences
- Exclusive distribution at CHBA National Conferences

« Home BUILDER Magazine continues to be the highest quality magazine that OLFA advertises in! »»

Carl R. Cotrell II
VP Marketing
OLFA - North America

VERIFIED READERSHIP

After 18 years of publishing, we have the most comprehensive, continually updated mailing list in Canada, ensuring your advertising message is delivered to the most active and qualified buyers of building products and services.

Home BUILDER is the official magazine of the Canadian Home Builders' Association and the best-read magazine in Canada's residential construction industry. It is trusted by thousands of builders and renovators across the country.

Members of the Canadian Home Builders' Association are the elite of residential construction — the true industry professionals. They are the



decision-makers who choose the products, materials and technology used in new home building and larger renovation projects.

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

TESTIMONIALS FROM OUR READERS ...

« The best magazine available to the construction industry. Excellent info on a wide scope of construction. »

John Hilton
Coast Construction

« Extremely interesting and informative. Have used many products over the years. »

Graham McMath
D.S.M. Investments

« An excellent magazine! I enjoy reading this magazine. It is very informative and helps me to stay current with the construction industry! »

Dale Halter
Halter Construction Ltd.

« Read your magazine cover to cover every issue. I pull out and file articles and ads for future reference. »

Paul Cuthbert
Pacific Decking Inc.

Home BUILDER is a powerful tool, a dependable source of information, and a showcase for the best new products and technology in the business.

Your message in *Home BUILDER* places you in a dynamic medium that is read, trusted and respected throughout the residential construction industry.



EXPERT OPINIONS FRONT-LINE REPORTING HANDS-ON INFORMATION

Tool Talk with Jon Eakes:

Montreal-based TV

broadcaster, author and

construction expert Jon Eakes presents Tool Talk in each edition of *Home BUILDER*. Eakes, whose nationally syndicated TV show is watched by thousands, also answers questions from readers in each issue.



Economics with Peter Andersen:

President of Andersen Economic Research Ltd. of Toronto, Andersen is the chief economist for the Canadian Home Builders' Association and one of North America's foremost industry analysts and forecasters.

Reports from the site: Each issue of *Home BUILDER* relies on front-line, on-site information from professional contractors and renovators. These tradespeople provide the exclusive hands-on advice and tips that our readers depend on to keep up to speed.

Exclusive access: Only *Home BUILDER* has access to meetings of the CHBA's Renovation Council, Economic Research Council and Technical Research Committees, where policy decisions and cutting-edge research affect every builder and renovator in the country. We get the information first. Our association coverage leads all industry publications.

ADVERTISING RATES

Rates shown in Canadian dollars

MATERIAL

DISPLAY ADVERTISING RATES (B/W)

SIZE	1-Time	3-Time	6-Time
Back cover*	C\$5,930	C\$5,040	C\$4,745
Pg. 2, 3, 4 & IBC*	5,460	4,640	4,365
Full page	4,745	4,030	3,795
2/3 page	3,930	3,345	3,140
1/2 page	2,955	2,515	2,365
1/3 page	1,965	1,665	1,570
1/4 page	1,485	1,265	1,185
1/6 page	995	850	805

* Position pages will only be guaranteed when paid for.

Colour

4-colour process	C\$1,100
1 colour (process)	525

PRODUCT ANNOUNCEMENT

Ad layout is standardized.

Visit Web site for sample: www.homebuildercanada.com/ad_sample.htm

Ad size is 3-3/4"W x 3"H (1/6 page). Rates include production.
Advertisers to supply text copy and one picture.
Maximum length is 100 words. Title length maximum is five words.
Picture size is about 3 mb.

4-colour process	C\$1,015	C\$845	C\$755
Black plus one colour	910	740	650
Black	805	635	550

Logo or additional picture C\$50 each

PRODUCT CLASSIFIED AD

Ad layout is standardized.

Visit Website for sample: 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 1 mb.

4-colour process	C\$285	250	205
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INSERTS, POLYBAGS & MAILING LIST RENTALS

Speak with your account representative for details.

DISCOUNTS & SHORT RATES

Net 30 days, 1-1/2% per month on past due accounts. All advertising agency discounts apply ONLY if paid within 30 days from date of invoice. In the event of non-payment, *Home BUILDER* reserves the right to hold advertisers and/or their advertising agency jointly and severally liable for such monies as are due and payable to *Home BUILDER*.

Advertisers will be short-rated 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.

STORAGE

All materials will be stored for 24 months after most recent use and then destroyed unless *Home BUILDER* is otherwise advised in writing by the advertiser or agency.

DISPLAY ADVERTISEMENT MEASUREMENTS

Full page

Trim size:	9" x 11"
Bleed size:	9-1/4" x 11-1/4"
Type safe:	8-1/2" x 10-1/2"
Printing:	Sheet-fed offset, saddle stitched

VERTICAL

SIZE (W x H)	Page grid	With margin*
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

SIZE (W x H)	Page grid	With margin*
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:

Computer system:	Macintosh
Format:	Hi-res (press grade) PDF, QuarkXpress 4.x or 5.x, hi-res EPS, JPG or TIF file.

Send the following items with your digital file:

A hard copy for proofing.
All Fonts and image files used in QX files.
Contact name and phone number of agency or individual who produced ad.

SHIPPING INSTRUCTIONS

Advertising printing materials, as well as contracts and insertion orders, 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
E-mail: coordinator@work4.ca

We accept materials via FTP if requirements are met.
Please contact our coordinator before uploading.

Host: homebuildercanada.com

User name: upload.homebuildercanada.com

Password: homebuilder

COPY AND CONTRACT REGULATIONS

Publisher's copy protective clause:
Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) or advertising printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to refuse any material, either editorial or advertising, which he feels is not in keeping with the publication's standards.
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.

Home BUILDER provides full-edition reports on specific industry topics in each issue.

Detailed reports are amplified by industry news, tool information, expert columns and analyses all related to the overarching issue. It is all part of our mission to continue as the educational and information source to the industry.

JANUARY / FEBRUARY

BUYER'S GUIDE 2006

Canada's residential construction industry's best national resource listing for manufacturers and suppliers of building materials and leading service providers.

Advertising deadline: January 6, 2006

Material deadline: January 9, 2006

Magazine release: February 3, 2006



MARCH / APRIL

EXTERIORS

- Windows & Doors
- Insulation
- Roofing
- Siding & Exteriors
- Landscape & Design (Decks)
- Structural & Foundation
- CHBA Coverage
- Computers in Construction
- Tool Talk

Advertising deadline: March 3, 2006

Material deadline: March 6, 2006

Magazine release: March 31, 2006



MAY / JUNE

TOOLS AND TECHNOLOGY

- Tools
- Trucks & transportation
- Computers & Education
- Communication (Phones, email, internet...)
- Technology (Audio, theatres, stereo, wiring, home automation....)
- Clothing & Safety Gear
- Security
- Tool Talk (Extended version)

Advertising deadline: April 28, 2005

Material deadline: May 1, 2005

Magazine release: May 26, 2005



JULY / AUGUST

NEW PRODUCT SHOWCASE

Fifth Annual New Product Showcase spotlights the latest in new building materials, new products and technology for the residential construction industry.

- Computers in Construction
- Tool Talk

Advertising deadline: June 23, 2006

Material deadline: June 26, 2006

Magazine release: July 21, 2006



SEPTEMBER / OCTOBER

DESIGN AND INTERIORS

- Design & Interiors
- Kitchen & Bath
- Flooring
- Electrical & Lighting
- HVAC
- Moulding & Millwork
- Paints, Stains & Finishes
- Walls, Floors & Ceilings
- Computers in Construction
- Tool Talk

Advertising deadline: August 25, 2006

Material deadline: August 28, 2006

Magazine release: September 22, 2006



NOVEMBER / DECEMBER

RENOVATION

An all encompassing issue, reporting on the latest trends, products and services leading renovators offer their customers. A special feature on the best selling product and tools that helps renovators 'close' the sale.

- Computers in Construction
- Tool Talk

Advertising deadline: October 13, 2005

Material deadline: October 16, 2005

Magazine release: November 10, 2005



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

That's why, since 1988, major advertisers have relied on Home BUILDER to deliver their messages to the market that matters.

**H O M E
BUILDER**

4819 St. Charles Boulevard
Pierrefonds, Quebec
Canada H9H 3C7
Phone: 514-620-2200
Fax: 514-620-6300
E-mail: homebuilder@work4.ca
www.homebuildercanada.com



Home BUILDER turns to hands-on home builders, renovators and contractors to provide editorial input. Many of our writers are tradespeople who work in the industry. With industry news and in-depth industry coverage and commentary, Home BUILDER remains the No. 1 magazine for the home building and renovation industry in Canada.



Home BUILDER readers build more than 8 out of every 10 new homes in Canada.

OUR ADVERTISERS (Partial list)

AcoustiGuard Wilrep Ltd.	JELD-WEN, Willmar Collection
ADS Weatherdek Canada Ltd.	Jenish House Design Limited
ADT Security Services Canada	Johns Manville
AEGIS Environmental (Canada) Limited	Jubilee Rose Enterprises
Aeroflo Inc.	Lennox Industries Inc.
Allroc-A Div. of Superior Plus Inc.	LP Specialty - Canexel
Architectural Products by Outwater	Magic Lite Ltd.
Arkmax Mobile Solutions Inc.	Masonite International Corporation
Arriscraft International	Menzies Metal Products
Bakor Inc.	MGA Commodities Inc.
Bayer Canada	Moen
Beaver Valley Stone Ltd.	MTA Caledon Enterprises Inc.
Benjamin Obdyke Inc.	National Home Warranty Programs Ltd.
Bigfoot Systems Inc.	Nauta Home Designs
Bilco Company	Nebs Business Products Ltd.
Black & Decker, HHI Group Kwikset, Weiser	New Home Services Inc.
Britech Corp.	North Country Log Homes
BuildLinks Inc.	NRC - Institute for Research in Construction
Canada Lands Company CLC Limited	Nutech Brands Inc.
Canada Mortgage & Housing Corporation	OLFA Products Group
Central Boiler	Owens Corning Canada
Century Wood Products Inc.	Panasonic Canada Inc.
Cersaie 2005	Paslode Canada
CGC Inc.	Pass & Seymour / legrand
Canadian Home Builders Association	Pella Corporation
Canadian Institute of Mortgage Brokers & Lenders	PLS - Pacific Laser Systems
Collins Tool Company	Pollard Windows Inc.
Cosella Dorken Products Inc.	Ravenwood Stairways Inc.
Crowe Building Products Ltd.	Royal Building Products
Custom Ornamental Ironworks	Sault Forest Products
DaimlerChrysler Canada	Soprema Inc.
Delta Faucet Canada	SPS Energy Solutions
Desert Spring Products	Star Machine
DuPont Canada Inc.	Stratigis International Inc. - E-Z Plank
Duradek (Canada) Ltd.	Superior Propane
Elixir Industries	Taymor Industries Ltd.
Ford Motors Company of Canada	Telus Mobility
General Motors of Canada	The Footing Tube
Gentek Building Products Inc.	Thermo-Cell Industries Ltd.
Genworth Financial Canada	Thermoplast
Geo Bezman Sales Ltd	Tiger Claw Inc.
Georgia Pacific	Tremco Barrier Solutions, Inc.
Global DEC-K-ING Systems	Tri-Aqua Water Systems
Grundfos Canada Inc.	Truth Hardware
GSCNE Inc. (Graphisoft)	UDA Technologies, Inc.
Guardian Building Products	Uponor Canada Inc.
Heat Seal Equipment Ltd.	Valor Specialty Products
Heatlink Canada	Venture Tape Corp.
HMI Hoyme Manufacturing Inc.	Viessmann
Home Hardware Stores Limited	WebOnTheJob
HomeNet by FailSafe	Weiser Lock
Houseplans Inc.	West Lincoln Barnboard & Beams
Hubbell Canada LP	Weyerhaeuser - Trus Joist
Icynene Inc.	Zircon Corporation
JELD-WEN, DF Window Collection	Zybertech Construction Software
	... and many more