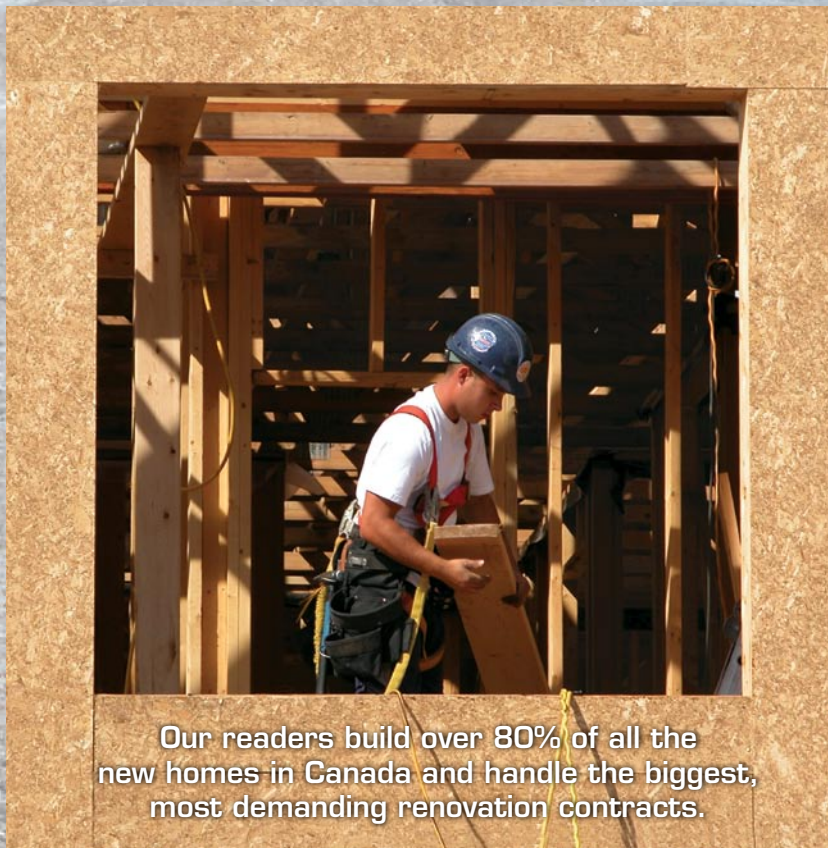


H O M E

# BUILDER



THE MAGAZINE OF THE CANADIAN HOME BUILDERS' ASSOCIATION



Our readers build over 80% of all the new homes in Canada and handle the biggest, most demanding renovation contracts.

# MEDIA KIT 2008



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

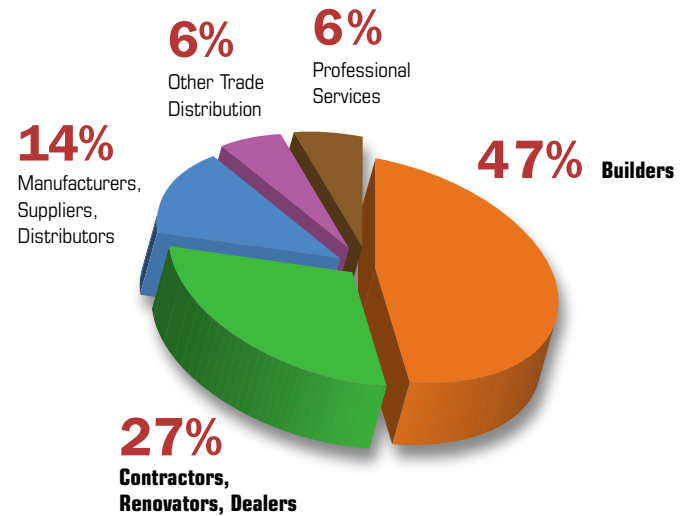
## OUR REACH

- 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

## VERIFIED READERSHIP

More than 76,000 people read every issue. Based on our Readers' Survey, an average issue is read by 2.5 people among builders, 3.6 among renovators and 3.5 among manufacturers and suppliers.

After 20 years of publishing, we have the most comprehensive, continually updated mailing list in Canada, ensuring that your advertising message is delivered to the most active and qualified buyers of building products and services.



## TRADE DISTRIBUTION

	Quantity	Per cent
Builders	12,586	47%
Contractors, Renovators, Dealers	7,173	27%
Manufacturers, Suppliers, Distributors	3,856	14%
Professional Services	1,703	6%
Other Trade Distribution	1,498	6%
	26,807	100%
Trade Shows & Association Meetings	2,500	
<b>Total Print Run</b>	<b>29,307</b>	

## GEOGRAPHICAL BREAKDOWN

	Quantity	Per cent
Atlantic Provinces	1,420	5%
Quebec	2,577	10%
Ontario	11,069	42%
Prairie Provinces <sup>+</sup>	5,768	21%
British Columbia and Territories <sup>+</sup>	5,392	20%
United States	581	2%
Total	26,807	100%
Trade Shows & Association Meetings	2,500	
<b>Total Print Run</b>	<b>29,307</b>	

<sup>+</sup> Western total: 11,160



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



**Polybag your brochure for as low as \$0.38**

- ▶ **Deliver your latest promotion** to a targetted audience from our up-to-date mailing list. Subscribers will open the magazine's poly envelope and get your message first!
- ▶ **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!

# ADVERTISING RATES

Rates shown in Canadian dollars

## NATIONAL DISPLAY AD (B/W)

SIZE	1-Time	3-Time	6-Time
Double pg. spread	C\$8,400	C\$7,140	C\$6,720
Back Cover*	6,540	5,560	5,230
Pg. 2, 3, 4 & IBC*	6,020	5,120	4,810
Full page	5,230	4,440	4,180
2/3 Page	4,330	3,690	3,460
1/2 Page	3,250	2,770	2,610
1/3 Page	2,170	1,840	1,730
1/4 Page	1,640	1,400	1,310
1/6 page	1,100	940	890

\* Position pages will only be guaranteed when paid for.

Preferred Position: 15% extra on space and colour. Non-Cancellable.

**4-colour process:** add C\$1,200

## REGIONAL DISPLAY AD (B/W)

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

SIZE	1-Time	3-Time	6-Time
Double pg. spread	C\$4,830	C\$4,100	C\$3,865
Full page	3,000	2,550	2,400
2/3 Page	2,490	2,115	1,995
1/2 Page	1,890	1,610	1,515
1/3 Page	1,260	1,075	1,010
1/4 Page	960	815	770
1/6 page	630	535	505

**4-colour process:** add C\$1,000

## 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 2 mb, JPG or TIFF files.

4-colour process	C\$1,000	C\$830	C\$740
Black	800	630	545

Logo or additional picture C\$50 each

## PRODUCT CLASSIFIED AD

Ad layout is standardized. Visit Web site 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 1 line. Picture size is about 1 mb.

4-colour process	C\$285	250	205
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## POLYBAG

Rates: as low as C\$0.38

Standard page based on 70 lbs paper, size 8.5" x 11".

## INSERT & MAILING LIST RENTAL

Speak with your account representative for details.

## ADVERTORIAL:

1 Full Page - 4 colour C\$ 7,400

2 Full Pages - 4 colour C\$11,000

## 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.

## 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.

# MATERIAL

## ADVERTISEMENT MEASUREMENTS

(W x H)	Full page	Double pg spread
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

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, InDesign, hi-res EPS, JPG or TIF file.

### Send the following items with your digital file:

A hard copy for proofing.

Fonts and image files used in InDesign files.

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

## SHIPPING INSTRUCTIONS

Advertising printing materials, 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**

## EDITORIAL LINE-UP 2008

**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 2008

Readers keep this issue as a reference all year long. Canada's residential construction industry's best resource listing of manufacturers and suppliers of building materials.

A complete range of products are listed in the Buyer's Guide. All product lines are covered.



**Advertising deadline:** January 4, 2008

**Material deadline:** January 7, 2008

**Magazine release:** February 1, 2008



### JULY / AUGUST

#### NEW PRODUCT SHOWCASE

The annual new product showcase spotlights the latest in new building materials, new products, technology and tools.

- New Products & Design Elements
- New Working Concepts
- Specialized Tools & Power Tools
- All product lines are covered.



**Advertising deadline:** June 20, 2008

**Material deadline:** June 23, 2008

**Magazine release:** July 18, 2008



### MARCH / APRIL

#### EXTERIORS & ENERGY EFFICIENCY

An in-depth look at the products and techniques applied to the envelope of the home and its surroundings, with a special emphasis on energy efficiency.

- Energy Efficiency Products
- Windows & Doors
- Roofing
- Insulation
- Structural Products
- Landscapes & Decks



**Advertising deadline:** February 29, 2008

**Material deadline:** March 3, 2008

**Magazine release:** March 28, 2008

### SEPTEMBER / OCTOBER

#### RENOVATION OPPORTUNITIES

A closer look at the renovation industry market and new opportunities. Specific tips and products for a booming market.

- Interior & Exterior Renovation Products
- Kitchens & Baths
- Flooring, Walls & Ceilings
- Decks & Fences



**Advertising deadline:** August 22, 2008

**Material deadline:** August 25, 2008

**Magazine release:** September 19, 2008

### NOVEMBER / DECEMBER

#### TOOLS & TECHNOLOGY

A look at the latest tools and technologies that power up the construction industry, as well as essential communication tools for builders and renovators.

- Tools, Hand Tools & Equipment
- Communication Devices
- Computer Software
- Transportation
- Safety & Security
- Administrative Tools



**Advertising deadline:** October 24, 2008

**Material deadline:** October 27, 2008

**Magazine release:** November 21, 2008

### MAY / JUNE

#### DESIGN & INTERIORS

A look into the interior of the home. The leading trends and products builders and renovators need to know about.

- Kitchens & Baths
- Flooring, Walls & Ceilings
- Electrical, Mechanical & Ventilation
- Paints & Finishes
- Home Automation



**Advertising deadline:** April 25, 2008

**Material deadline:** April 28, 2008

**Magazine release:** May 23, 2008

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

Home BUILDER is the official magazine of the Canadian Home Builders' Association (CHBA) and the best-read



magazine in Canada's residential construction industry. It is trusted by thousands of builders and renovators across the country. According to a recent readers' survey, we now reach more than 76,000 readers with every issue and 86 per cent say they read every issue.

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

Home BUILDER's readership goes far beyond the CHBA membership. It reaches additional builders, especially contractors and renovators

drawn from direct industry sources; government officials at all levels; and members of other important 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 pay special attention to reach the grass-roots of the industry, and offer timely and topical information our readers can use, in every issue.

Your message in Home BUILDER places you in

## TESTIMONIALS FROM OUR READERS ...

**“Our industry is changing and it is good to see you being proactive.”**

*Bryan Klinkhamme  
Furnasman New Homes*

**“Great magazine. Use it a lot for new product information.”**

*Barry Hill  
Hill Home Improvements*

**“The concise local Canadian news and info is useful and usually the first thing I review.”**

*Greg Hussey  
Karwood Contracting Ltd.*

a dynamic medium that is widely read, trusted and respected throughout the residential construction industry in Canada. Ask your customers and you will be assured. Find out.



## EXPERT OPINIONS, FRONT-LINE REPORTING, HANDS-ON INFORMATION

### Readers' Professional Poll:



A new feature is our Readers' survey that appears in every issue with up-to-the-minute information not found anywhere else.



### Market reports:

We deliver regional reports of the housing industry in every issue. Focussing on a different market each issue, we examine the challenges builders and renovators are facing throughout the country, as well as the strengths of each market.

### Tool Talk with Jon Eakes:



For the 9th year, Montreal-based TV broadcaster, author and construction expert Jon Eakes continues to present Tool Talk in each edition of Home



BUILDER. Eakes, whose nationally syndicated TV show is watched by thousands, also conducts tool testing and 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. He has been contributing to Home BUILDER for 18 years.



### Building Science with Luc Saint-Martin:

Responding to readers' request for more technical information, we deliver timely information from the leader in construction research: the Institute for Research in Construction, National Research Council.



### Customer Satisfaction with AVID Ratings:

Experts from a leading customer loyalty management firm provide essential tips and advice on developing and maintaining customer satisfaction — tools that every business person needs.

### Computers in Construction with Don Fornes:

In each issue, the founder of SoftwareAdvice.com presents useful information about computers and software for home builders and renovators.

### Management with Steve Gravel:

From efficient meetings to clear communication among staff members, construction and project management consultant Steve Gravel's insights help building industry professionals run their businesses smoothly.

### Internet Business with Kelly Kubrick:

Kelly Kubrick, president of Internet marketing consulting firm www.onlineauthority.com, shows readers how to maximize the potential of the Internet to market their home building or renovation businesses.

## TRUSTED BY CANADA'S MAJOR ADVERTISERS

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 — to the decision makers who make buying decisions.



Home BUILDER turns to hands-on home builders, renovators and contractors to provide editorial advice. 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 #1 magazine for the home building and renovation industry in Canada.

New Products, New Trends: There is no better place to show your new products to the construction industry than in the pages of Home BUILDER Magazine. Our readers' survey shows that new products and new trends are what readers are looking for most in our magazine.

## ON-LINE PRODUCTS



Introducing an exciting new marketing opportunity for Home BUILDER Magazine's advertisers!

**New Building Product Announcements**

**Now On-line** *Get exposure to more than 140,000 unique visitors a year!*

	On-line only	Magazine advertisers get 50% discount
Place your ad for 2 months	C\$800	C\$400
Place your ad for 4 months	\$1,400	\$700
Place your ad for 6 months	\$1,800	\$900

### Reduced rates for existing print advertisers!

Place an on-line advertisement along with magazine print advertising and receive a 50% discount on your on-line placements!

Get a 20% discount on your second product announcement on-line.

Get a 25% discount on your third product announcement on-line.

Please submit: a photo, title, and a 100-word description including phone number, e-mail and Web site address, and the category you want your ad to be listed under.



4819 St. Charles Boulevard  
Pierrefonds, Quebec  
Canada H9H 3C7  
Phone: 514-620-2200  
Fax: 514-620-6300  
E-mail: [homebuilder@work4.ca](mailto:homebuilder@work4.ca)  
[www.HomeBuilderCanada.com](http://www.HomeBuilderCanada.com)

## OUR ADVERTISERS (Partial list)

3M Canada Inc.  
ADS Weatherdek Canada Ltd.  
Aeroflo Inc.  
All Weather Windows Ltd.  
Amvic Building System  
APCHQ  
Architectural Products by Outwater  
Archworks Ltd.  
Arriscraft International Inc.  
Avid Rating Company  
Avitan Business Resources Corp.  
Bakor Inc./Henry Company Canada, Inc.  
Beaver Valley Stone Ltd.  
Bilco Company  
Bobcat Company  
BuildBlock Building Systems LLC  
Builder Software Tools  
Canada Lands Company CLC Limited  
Canada Mortgage & Housing Corporation  
Canada Revenue Agency  
Century Wood Products Inc.  
Cersaie 2007  
CertainTeed Gypsum Canada, Inc.  
CGC Inc.  
Chadsworth's 1.800.Columns  
CHBA  
Commercial Builders Supplies Inc.  
Construction Solutions  
Cosella Dorken Products Inc.  
Covertech  
Craft-Bilt Materials Ltd.  
Crowe Building Products Ltd.  
Custom Ornamental Ironworks  
DaimlerChrysler Canada  
DaimlerChrysler Canada  
Delta Faucet Canada  
Designerplans Inc.  
Designs of Distinction  
Dorex - Canaropa (1954) Inc.  
D-Tools Inc  
DuPont Canada Inc.  
Duradek (Canada) Ltd.  
Electro-Federation  
Emco Building Products Corp.  
Exaktime, Inc./The Joblock System  
Fantech Limited  
Forbo Linoleum, Inc.  
Ford Motor Company of Canada Limited  
GE Appliances - Mabe Canada  
General Motors of Canada  
GenTek Building Products Inc.  
Genworth Financial Canada  
Georgia Pacific  
Global Country of World Peace  
Globalhouseplans.com  
Grand Art Coatings Ltd.  
Grand Gallery Imports Inc.  
GRK Fasteners  
GSCNE Inc. (Graphisoft)  
Guardian Building Products  
Heat Seal Equipment Ltd.  
Hewlett-Packard Company  
Home Hardware Stores Limited  
Hubbell Canada LP  
Icynene Inc.  
iLevel by Weyerhaeuser  
JELD-WEN, Willmar & DF Collection  
John Brooks Co. Ltd.  
Johns Manville  
Jubilee Rose Enterprises  
Last Stand Manufacturing Inc.  
Leggett Inc.  
Lindal Cedar Homes  
Logix Insulated Concrete Forms  
Masonite International  
Mirror Interiors  
Moen Inc.  
North Country Log Homes  
NRC  
NTI - NY Thermal Inc.  
OLFA Products Group  
Owens Corning Canada LP  
Ozz Corporation  
Permacon  
Pollard Windows  
Raintree Cabinets Ltd.  
Relax-A-Mist/Leisure Baths Ltd.  
Reward Wall Systems  
Rockett Lumber & Building Supplies Ltd.  
Rogers Communications  
Rolltec Rolling Systems Ltd.  
RPM Roofing  
Saniflo Inc.  
Sanyo Canada Inc.  
Schluter Systems  
Skywin-Fakro  
SoftPlan Systems, Inc.  
Squarx It / Tuffy Co  
Star Machine  
Steel Framing Alliance  
StoneRox  
Superior Propane  
Suttle  
Taymor  
TELUS Consumer - MDU campaign  
The Footing Tube  
The Rose Corporation  
Thermo-Cell Industries Ltd.  
Tip Top Parts  
Travelers Guarantee Company of Canada  
Trex Company, Inc.  
UDA Technologies  
Uponor Ltd.  
Valor Specialty Products Inc.  
Van Mark Products Corp.  
Venture Tape Corp.  
Viessmann Manufacturing Co. Inc.  
Vi-Lux Mouldings Inc.  
Vinyltek  
Wilrep Ltd.  
Wilson Electronics, Inc.  
...and many more!