

H O M E

BUILDER

THE MAGAZINE OF THE CANADIAN HOME BUILDERS' ASSOCIATION



Media Kit & Rates 2012

25th
YEAR

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



Readership

As **Home BUILDER Magazine** enters its 25th year of publishing, we promise to continue to deliver outstanding readership with the most comprehensive, constantly updated mailing list in the Canadian residential construction industry, assurance that your advertising message is delivered and read by the most active and qualified buyers of building products and services in Canada.

As the 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 to include thousands of other builders, contractors and renovators, including sub trades, who actively participate in the Canadian construction industry.

Our **Readers' Survey*** found that an average issue is read by 3.6 people among builders, 4.3 people among renovators and 7.3 people among manufacturers and suppliers. That translates into more than 116,000 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 85,000 readers.

But 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 and, most importantly, active readers who take actions to find, contact and buy from our advertisers.

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

Distribution & Readers

- True coast-to-coast national distribution.
- Core readership comprised of home building and renovation companies.
- We reach every member of the Canadian Home Builders' Association.
- Bonus distribution at major trade and construction trade shows.
- Distribution at CMHC Housing Outlook Conferences.
- Distribution at buyers' group meetings.
- Exclusive distribution at CHBA National Conferences and national meetings.

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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 85,000 potential buyers. So does your message.

Editorial excellence: Written by a 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.

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

Online presence: 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 the cover of any month.

Free listings: In our online Buyer's Guide, as well as in the annual Buyer's Guide print edition, published in January.

Added value bonuses: We offer a variety of features, at no charge, to long-term advertisers: frequency discounts, direct links from the digital edition, listings online, product announcements, 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.

Publishing excellence for the residential construction industry since 1976.

Market Impact: Residential Construction

In 2011, the Residential Construction Industry was Essential to Canada's Economic Recovery and Long-Term Prosperity!

173,475 New Housing Starts... a key to economic growth in our community!

915,800 Jobs in New Home Construction, Renovation and related fields... one of the largest employers in the region!

\$47 Billion in Wages... show up as purchases across the whole local economy!

\$103 Billion in Construction Value... building the fabric of better communities!

\$9.1 Billion in Federal and Provincial Income Tax Revenues

\$3.9 Billion in Canada Pension Plan Premiums

\$1.6 Billion in Employment Insurance Premiums

\$6 Billion in GST Revenues to federal government

\$5.6 Billion in Harmonized Sales Tax revenues to provincial government

\$26.1 Billion in Total Federal and Provincial Government Revenues

Calculated by Will Dunning Inc. Economic Research based on data from Canada Mortgage and Housing Corporation and Statistics Canada; housing starts forecast by Altus Group. Note that income tax revenues do not include significant corporate tax revenues. Municipal property tax, development charge and other revenues from new home buyers, those renovating existing homes, and new home builder and home renovator companies are also in addition to the above figures.

For more information on Canada's residential construction industry, please contact:
John Kenward, Chief Operating Officer
Canadian Home Builders' Association
Phone: 613-230-3060
E-mail: kenward@chba.ca

**Canadian
Home Builders'
Association**



Readers Profile: Builders and Sub trades

#1 The Internet is the #1 source for trade information, followed closely by trade magazines, manufacturers' literature and industry trade shows

27 Average years in business; **72%** over **20** years; **95%** over **10** years

13 Average number of employees

3.6 Readers per issue. Of these, **2.4** are inside staff.

77% Read more than **75%** of the editorial; **45%** read **100%** of *Home BUILDER Magazine*.

64% Look at **75%** of the advertising in each issue; **18%** look **100%** of the ads

60% Keep *Home BUILDER Magazine* for over six months; **40%** keep it for more than one year.

86% Found new info or products; **59%** referred to a web link.

32% Found new suppliers in *Home BUILDER Magazine*; **27%** purchased products.

87% Took two or more action as a result reading *Home BUILDER Magazine*. Three actions were taken by **64%** and four actions or more by **36%**.

Source: HBM Readers' Survey, August 2011

“Great magazine... Keep up the good job!”

George Stoetes

TD financing Services-Home Improvement Financing

Market Impact: Residential Renovation

In 2011, Residential Renovation was Essential to Canada's Full Economic Recovery and Durable Prosperity!

530,700 Jobs in home renovation and repair... one of the largest employers in the region!

\$26.8 Billion in wages... show up as purchases across the whole local economy!

\$59.6 Billion in construction value... building the fabric of better communities!

\$5.2 Billion in federal and provincial Income Tax revenues

\$2.3 Billion in Canada Pension Plan premiums

\$120 Million in Employment Insurance premiums

\$3.7 Billion in GST Revenues to federal government

\$3.7 Billion in Harmonized Sales Tax revenues to provincial government

\$15.8 Billion in total federal and provincial government revenues

Calculated by Will Dunning Inc. Economic Research based on data from Canada Mortgage and Housing Corporation and Statistics Canada; housing starts forecast by Altus Group. Note that income tax revenues do not include significant corporate tax revenues. Municipal property tax, development charge and other revenues from new home buyers, those renovating existing homes, and new home builder and home renovator companies are also in addition to the above figures.





Readers Profile: Renovators and Contractors

#1 Trade magazines are the #1 source for trade information, followed closely by the Internet, manufacturers' literature and industry trade shows

27 Average years in business; **50%** over **20** years; **64%** over **10** years

5 Average number of employees

4.3 Readers per issue. Of these **2.3** are inside staff.

86% Read more than **75%** of the editorial; **73%** read **100%** of *Home BUILDER Magazine*.

73% Look at **75%** of the advertising in each issue; **20%** look at **100%** of the ads.

67% Keep *Home BUILDER Magazine* for over six months; **47%** keep it for more than a year.

100% Found new info or products; **85%** referred to a web link

69% Found new suppliers in *Home BUILDER Magazine*; **46%** purchased products

87% Took two or more actions as a result of reading *Home BUILDER Magazine*. Three actions were taken by **73%** and four actions or more by **47%**.

“ We are quite impressed with the quality of your publication – both in content and look. It is unquestionably one of the premium publications in the North American building industry. **”**

Richard Dube
R.U. Dube & Associates

Home BUILDER Magazine delivers... readership and market presence

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. It is trusted by thousands of builders and renovators across the country. 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 every issue. Your message is delivered in a 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

Readers' Professional Poll: A new feature that will appear in several issues with exclusive, up-to-date information. In past surveys we have covered hot-button topics from labour shortages to energy efficiency.

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 11th 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 from the National Research Council Canada: Timely information from the leader 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 Opinion: On topical hot buttons, written by selected industry experts in a specific field.

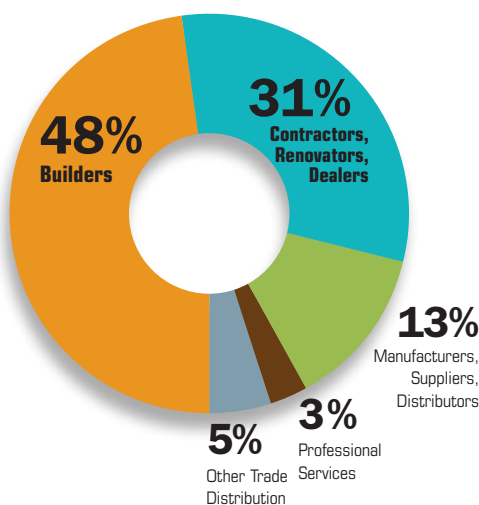
Builder/Renovator profile: With a different provincial focus every issue, builders and renovators are interviewed for their opinion on hot topics and industry concerns.

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	12,944	48%
Contractors, Renovators, Dealers	8,312	31%
Manufacturers, Suppliers, Distributors	3,629	13%
Professional Services	702	3%
Other Trade Distribution	1,489	5%
	27,076	100%
Trade Shows & Association Meetings	2,500	
Total Print Run	29,576	



GEOGRAPHICAL BREAKDOWN	Quantity	Per cent
Atlantic Provinces (NS, NB, NL, PE)	1,452	5%
Quebec	3,124	10%
Ontario	11,317	42%
Prairie Provinces (SK, AB, MB)+	5,259	21%
British Columbia and Territories+	5,528	21%
United States	396	2%
Total	27,076	100%
Trade Shows & Association Meetings	2,500	
Total Print Run	29,576	

+ Western total: 10,787



2012 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.

January / February

Buyer's Guide – The Authoritative Source

Our annual Buyer's Guide, now in its 14th year, is the definitive buying guide to building products and services in Canada's residential construction industry. Sure, most data is now available online, but nothing beats a hands-on guide. Readers keep this issue as a handy reference all year long.

Suggested products:

All product lines and services are listed.

Reservation: January 3
Ad Material: January 5
Release: January 25

March / April

Transportation / Landscaping & Decks

It's time to get back outside! We take a look at what's new in landscaping & decks, the latest in transportation and much, much, more...

Suggested products:

Exterior and interior building products, landscaping and decks, transportation systems and solutions.

Reservation: February 24
Ad Material: February 27
Release: March 21

May / June

Annual Renovation Issue / 2011 SAM Awards

Our popular Renovation issue looks at what's hot and cold in building design and renovation, from kitchens and bathrooms to basements, bedrooms and beyond.

A special SAM Award review will showcase our industry's best in 2011.

Suggested products:

Products and services and new design/planning technologies for renovators and builders.

Reservation: April 20
Ad Material: April 23
Release: May 16

July / August

New Product Showcase

Our 11th Annual Product Showcase shines a spotlight on the latest in building materials, new products, technology and tools.

Suggested products:

New products & design elements, new working concepts, tools & power tools. All product lines are covered.

Reservation: June 22
Ad Material: June 25
Release: July 18

September / October

Tools, Technology & Trends

An expanded Tool section, integrating technology and communications into home design and decor, plus energy efficient trends, programs and solutions.

Suggested products:

Walls, floors, ceilings, kitchen & baths, electrical & mechanical, energy efficiency products, computers, cell phones, Internet solutions and software programs.

Reservation: August 17
Ad Material: August 20
Release: September 12

November / December

Industry Leaders Speak / Getting Ready for 2013

A selection of the latest opinions and advice to our readers—direct from top builders, contractors, renovators, designers, manufacturers, retailers, and industry professionals.

Suggested products:

All product lines and services.

Reservation: October 19
Ad Material: October 22
Release: November 14

Advertising Rates *(in Canadian dollars)*

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 on-line ads/enhancements.

National display advertising rates (4-colour)

Size	1-time	3-time	6-time
Double Page Spread	C\$10,930	C\$9,970	C\$9,000
Back Cover	10,295	9,390	8,495
Page 2,3,4 and IBC	8,795	8,045	7,295
Full page	7,295	6,695	6,095
2/3 Page	6,270	5,770	5,275
1/2 Page	5,025	4,650	4,280
1/3 Page	3,790	3,540	3,290
1/4 Page	3,175	2,990	2,805
1/6 page	2,570	2,440	2,315
Black & White: deduct	1,250	1,250	1,250

* Position pages will only be guaranteed when paid for.

Preferred position: 15% extra on space and colour, non-cancellable

Regional display advertising rates (4-colour)

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

Ontario circulation: 10,330, Western circulation: 10,392

Size	1-time	3-time	6-time
Double Page Spread	C\$6,320	C\$5,765	5,210
Full page	4,220	3,880	3,530
2/3 Page	3,635	3,350	3,060
1/2 Page	2,950	2,740	2,510
1/3 Page	2,225	2,080	1,935
1/4 Page	1,880	1,775	1,660
1/6 page	1,500	1,430	1,355
Black & White: deduct	750	750	750

Incentives and value-added booking bonuses

For frequency booking you are entitled to the following:

6 x Full page – 2 Free New Product Announcements, value: \$2,500

3 x Full page – 1 Free New Product Announcement, value: \$1,250

6 x 2/3 page – 2 Free New Product Announcements, value: \$2,500

6 x 1/2 page – 1 Free New Product Announcement, value: \$1,250

3 x 2/3 or 1/2 page – Half price on 1 New Product Announcements, value of: \$625

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

continued on next page



Advertising Rates *(cont.)*

Product Announcements

Product Announcements layout is standardized, 1/6 page or 1/3 page. To view a sample: 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	3-time	6-time
1/6 page, 4-colour	C\$1,250	C\$1,100	C\$ 1,000
1/6 page, black	950	835	720
1/3 page, 4-colour	2,100	1850	1650
Logo: add	75	75	75

Product Classified Ads

Product Classified ad layout is standardized. To view a 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 500kb, JPG or TIFF files.

Size	1-time	3-time	6-time
4-Colour	C\$ 300	C\$ 270	C\$ 240

Polybag

Deliver your latest promotion to a targeted 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!

Speak with your account representative for details.

Insert and mailing list rental

Speak with your account representative for details.

Advertorial

Content must be approved by the publisher.

A discrete "Advertisement" line will appear at the top of the page and advertisers are responsible for all claims or disputes that may arise.

See online advertising info on page 18

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. The Publisher cannot be responsible for errors caused by late copy.
5. Production charges for advertisements will be charged to the Advertiser at cost.
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 established accounts, payment is due upon receipt of invoice, but an additional prepayment discount is available.
10. AGENCY DISCOUNTS: Advertising Agencies may deduct a 15% commission. Payment is due within 30 days of invoice date. The 15% commission will be forfeited by the Advertising Agency if payment is not made within 30 days of invoice date. Agency discounts are intended for use by bona fide Advertising Agencies. Discounts are not intended for use by in-house ad or production departments.
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. 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.
14. 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

(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 (preferred),
InDesign (with supporting files)
hi-res JPG or TIF (300 dpi).

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

Shipping Instructions

Contracts and insertion orders can be sent by fax or email.

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

Digital files upload:

Digital files up to 10mb can be e-mailed, large files can be uploaded via FTP. Please inform our coordinator after uploading.

Host: homebuildercanada.com

User name: upload.homebuildercanada.com

Password: homebuilder

HomeBuilderCanada.com Online Web Advertising

Get exposure to 1,245,000 page views
Reach 280,000+ unique visitors a year!
Average unique visitors per day – 665

Take advantage of this highly effective way to put yourself in the spotlight... and reach home builders, renovators and contractors from coast to coast. More than 280,000 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, offers back-issue articles and Readers Survey statistics, questions to our resident ToolTalk expert Jon Eakes, as well as 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 **www.**

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

HomeBuilderCanada main web pages*:

Ad category	Size (WxH)	2 months	3 months	4 months
Leader board	728 x 90	C\$2,350	C\$2,995	C\$3,995
Skyscraper	160 x 600	1,510	1,925	2,565
Big Box (home page)	336 x 280	1,510	1,925	2,565
Square button	125 x 125	495	630	840

HomeBuilderCanada Buyer's Guide Online web pages*:

Ad category	Size (WxH)	2 months	3 months	4 months
Leader board	728 x 90	C\$2,350	C\$2,995	C\$3,995
Rectangle	180 x 150	790	1,010	1,350

Some banners are available for share rotations, contact us for details and prices.

*On-line ad rates may change without notice according to traffic. Rates based on traffic as of September 2011. Existing contracted rate will stay in force.

Online Product Announcements:

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

Visit our online Product Announcements Web page:
www.homebuildercanada.com/wp_main.htm

Duration	Online only
2 months	\$900
4 months	\$1,500
6 months	\$1,950

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. 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 if you need any help.

	3 months	6 months	12 months
Sponsor Listing	\$125	\$185	\$295
Highlight Listing	\$125	\$185	\$295
Logo & Live Link	\$175	\$270	\$440
All three above	\$425	\$640	\$1,030
List first 10 products			Free
List additional 10 products		\$200 for 12 months	
List additional 20 products		\$400 for 12 months	
List additional 30 products		\$600 for 12 months	

All the above features can be purchased online.

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

Bryan Klinkhamme
 Furnasman New Homes



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 1988, major advertisers have relied on *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, 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*.



“ I like the magazine and pass it on to my staff and customers. ”

R W Strain
Renovations Plus



Our Advertisers *(Partial List)*

- Accents of Distinction / DGM Enterprises
ACO Systems Ltd.
Ainsworth Group of Companies
Airia Brands Inc.
Alberta New Home Warranty Program
All Weather Windows Ltd.
American Technical Publishers
Amvic Building System
Armtec
Arriscraft International Inc.
Attic-Eeze
AVID Ratings
Building Products of Canada Corp.
Canada Mortgage & Housing Corporation
Canadian Industrial Distributors Inc.
Canadian Modular Homes
Canadian Western Bank
CertainTeed Gypsum Canada, Inc.
CertainTeed Insulation Group
CGC Inc.
CHBA - Builder Manual
CHBA - Canadian Home Builders Association
Craft-Bilt Materials Ltd.
CSA Standards
Delta Faucet
DELTA/Cosella-Dörken Products, Inc.
DMX Plastics Limited
Dorex - Canaropa (1954) Inc.
Dow Building Solutions
Dow Chemical Canada Inc.
Drain-Plane / G.P. Williams
Duradek Canada Ltd.
E.I. duPont Canada Company
Eaton
Exaktime, Inc./The Joblock System
Fantech Limited
Fascut Industries Inc.
Federated Insurance Co. of Canada
The Footing Tube
Ford Motor Company of Canada Limited
GE Appliances - Commercial Sales - Mabe Canada
Gentek Building Products
Genworth Financial Canada
General Motors
Gouvernement of Canada-Foreign Affairs & Intl Trade
Guardian Building Products Distribution
Home Depot Canada, Inc.
Home Hardware Stores Limited
Hurd Windows & Doors
Icynene Inc.
In-O-Vate Technologies / Dryerbox
JELD-WEN of Canada
Knauf Insulation
LandVest
Lauzon Distinctive Hardwood Flooring
LiteTouch Inc.
LOGIX Insulated Concrete Forms
Malco Products Inc.
Marathon International Inc.
MCM Services Group, LLC
Mercedes - Benz Sprinter
Michelin Amerique du Nord
Mirror Interiors Inc.
Moen
MoistureShield / AERT
Motorola Canada Limited
National Home Warranty Programs Ltd.
NRC Institute for Research in Construction
Owens Corning Canada LP
Permacon Group
Polar Distribution
RedBuilt LLC and the Associate
Redmond/Williams Distributing, ULC
Rhino Linings Corporation
Rogers Communications
Rust-oleum
Safe-T Scaffold Systems (Canada) Inc.
Sage Software, Inc.
Schlage Lock - Ingersoll Rand
Simpson Strong-Tie Canada
Southwire Company
Superior Propane
Taymor
TD Financing Services
The Bilco Company
The Rose Corporation
Tip Top Parts / Cyclo Vac Central Vacuum
Travelers Guarantee Company of Canada
Trex Company, Inc.
Tufdek (Tuff Ind.)
Union Gas
Unique Products Inc.
United Drywall Ltd.
Uponor Ltd.
Valor Specialty Products Inc.
Van Mark Products Corp.
Venture Tape Corp.
Vinyltek Windows
Wallace Wireless
Weiser Lock (Black & Decker)
Westeck Windows Inc.
Western Natural Gas Products
Zybertech Construction Software and many more...



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