

H O M E

# BUILDER

THE MAGAZINE OF THE CANADIAN HOME BUILDERS' ASSOCIATION



## Media Kit & Rates 2014

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

**27**<sup>th</sup> YEAR



## Readership

As **Home BUILDER Magazine** enters its 27th 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 delivered to 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 120,000 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.

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 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 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.

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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 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.

**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 their covers.

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

**Added-value bonuses:** We offer a variety of features, 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.

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

# Market Impact: Residential Construction

*In 2012, the residential construction industry was essential to Canada's long-term economic foundations and prosperity!*

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**214,827** New housing starts... a key to economic growth across Canada.

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**845,000** Jobs in new home construction, Renovation and related fields... one of the largest employers in the country.

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**\$45.1** Billion in wages... show up as purchases across the whole national economy.

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**\$114.1** Billion in investment value... the largest single wealth-builder for a majority of Canadian families.

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Impacts were calculated by Will Dunning Inc. Economic Research, based on data from Canada Mortgage and Housing Corporation and Statistics Canada.

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

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 over **75%** of the editorial; **45%** read **100%** of *Home BUILDER Magazine*.

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

**60%** Keep *Home BUILDER Magazine* for over six months; **40%** keep it for over 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 actions as a result of reading *Home BUILDER Magazine*. Three actions were taken by **64%** and four actions or more by **36%**.

Source: HBM Readers' Survey, August 2011

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

Bryan Klinkhamme  
Furnasman New Homes

# Market Impact: Residential Renovation

*In 2012, residential renovation was essential to Canada's housing quality, energy efficiency and economic prosperity!*

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**454,000** Jobs in home renovation and repair... one of the largest employers in the country.

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**\$24** Billion in wages... show up as purchases across the whole national economy.

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**\$60.6** Billion in investment value... largest single wealth-builder for a majority of Canadian families!.

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Impacts were calculated by Will Dunning Inc. Economic Research, based on 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

Canadian  
Home Builders'  
Association



# 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%**.

Source: HBM Readers' Survey, August 2011

**“** We value Home Builder Magazine in our company. The stories are current, topical and helpful. **”**

Don Bentley  
Bentley Constructors Inc.

## 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 **120,000 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 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

**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 12th 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.

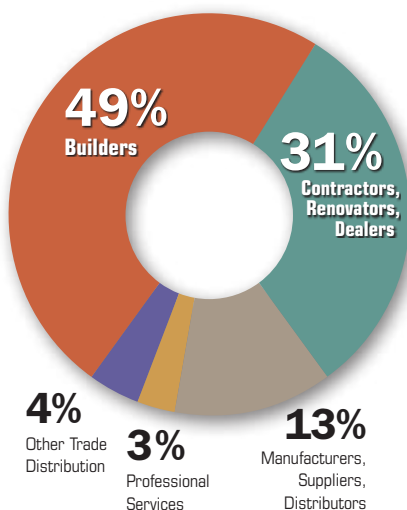
**Builder/Renovator Profile:** With a different provincial focus every issue, builders and renovators are interviewed for their opinions on hot topics and industry concerns.

**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 *(Increased by 6% in 2014)*

TRADE DISTRIBUTION	Quantity	Per cent
Builders	13,915	49%
Contractors, Renovators, Dealers	8,658	31%
Manufacturers, Suppliers, Distributors	3,766	13%
Professional Services	795	3%
Other Trade Distribution	1,229	4%
	28,362	100%
Trade Shows & Association Meetings	2,000	
Total Print Run	30,362	



GEOGRAPHICAL BREAKDOWN	Quantity	Per cent
Atlantic Provinces (NS, NB, NL, PE)	1,605	6%
Quebec	2,910	10%
Ontario	12,110	43%
Prairie Provinces (SK, AB, MB) <sup>+</sup>	5,653	20%
British Columbia and Territories <sup>+</sup>	5,634	20%
United States	450	1%
Total	28,362	100%
Trade Shows & Association Meetings	2,000	
Total Print Run	30,362	

<sup>+</sup> Western total: 11,287

## 2014 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

#### **2014: Economic Outlook & Housing Forecast / Transportation**

Economic outlook for 2014, plus a look at the upcoming year's residential housing and renovation market, from single-detached to multi-family. Transportation for the residential housing industry.

#### **Suggested products:**

All product lines and services, especially for builders and renovators.

Reservation: January 10

Ad Material: January 13

Release: January 29

### March / April

#### **Annual Renovation Issue / Kitchens & Baths**

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.

#### **Suggested products:**

Products and services and new design/planning technologies. Also: kitchen and bathroom products.

Reservation: February 21

Ad Material: February 24

Release: March 19

### May / June

#### **SAM Awards & CHBA Conventions / Outdoor Living / Landscapes & Decks**

A look at the highlights of the 2013 SAM Awards and CHBA National Conference in Whistler, B.C. We'll also take a look at what's new in exterior building products with an emphasis on landscaping and decks.

#### **Suggested products:**

All product lines, including exterior and interior building products and technology.

Reservation: April 18

Ad Material: April 21

Release: May 14

### July / August

#### **New Product Showcase**

The 13th 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 27

Ad Material: June 30

Release: July 23

### September / October

#### **Tools / Exterior Building Products**

An expanded Tool section, with a focus on exterior building products.

#### **Suggested products:**

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

Reservation: August 22

Ad Material: August 25

Release: September 17

### November / December

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

A selection of the latest opinions and advice to our readers—direct from top builders 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: October 17

Ad Material: October 20

Release: November 12

## Advertising Rates

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	3-time	6-time
Double Page Spread	C\$ 11,940	C\$ 10,890	C\$ 9,830
Back Cover	11,230	10,260	9,280
Page 2,3,4 & IBC	9,610	8,790	7,970
Full page	7,970	7,310	6,660
2/3 Page	6,850	6,300	5,760
1/2 Page	5,490	5,080	4,670
1/3 Page	4,140	3,870	3,590
1/4 Page	3,460	3,270	3,060
1/6 page	2,810	2,670	2,530
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: 12,110, Western circulation: 11,287

Size	1-time	3-time	6-time
Double Page Spread	C\$ 6,900	6,300	5,690
Full page	4,610	4,240	3,850
2/3 Page	3,970	3,660	3,340
1/2 Page	3,220	2,990	2,740
1/3 Page	2,430	2,270	2,110
1/4 Page	2,050	1,940	1,810
1/6 page	1,640	1,560	1,480
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: \$2,840

**3 x Full page** – 1 Free New Product Announcement, value: \$1,420

**6 x 2/3 page** – 2 Free New Product Announcements, value: \$2,840

**6 x 1/2 page** – 1 Free New Product Announcement, value: \$1,420

**3 x 2/3 or 1/2 page** – Half price on 1 New Product Announcements, value of: \$710

**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](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	3-time	6-time
1/6 page, 4-colour	C\$ 1,420	C\$ 1,260	C\$ 1,150
1/6 page, black	1,100	1,000	840
1/3 page, 4-colour	2,410	2,150	1,890
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	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. 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.
10. AGENCY DISCOUNTS: Advertising Agencies may deduct a 15% commission. Payment is due within 30 days of invoice date, after which the 15% commission will be forfeited by the Advertising Agency if payment is not made within these terms. 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. 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.
12. 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.
13. 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.
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:

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)

Large files can be uploaded via FTP, contact our coordinator for upload information.

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](mailto:coordinator@work4.ca)

## HomeBuilderCanada.com Online Advertising

**4,089,348 impressions/hits a year**

**16,690 average unique visitors per month**

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 **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](mailto:sales@homebuildercanada.com)

### **HomeBuilderCanada.com banner ads\*:**

Ad category	Location	Size (WxH)	1 month	6 months
Leaderboard	run of site	728 x 90	C\$ 3,690	C\$ 19,930
Skyscraper	run of site	160 x 600	2,360	12,750
Big Box	home page	300 x 250	1,180	6,380
Vertical Box	run of site	132 x 260	810	4,370

***Some banners are available for share rotations. Contact us for details and prices.***

\*Online ad rates may change without notice according to traffic. Rates based on traffic as of September 2013. 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](http://www.homebuildercanada.com/wp_main.htm)

Duration	Online only
2 months	C\$ 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](mailto:buyersguide@homebuildercanada.com) if you need any help.

	3 months	6 months	12 months
Sponsor Listing	C\$ 175	C\$ 240	C\$ 390
Highlight Listing	175	240	390
Logo & Live Link	230	350	580
All three above	580	840	1,360
List first 10 products			Free
List additional 10 products		C\$ 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.

## E-newsletter:

Contact your account representative for details.

## 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 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*.



**“ 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

## Our Advertisers *(Partial List)*

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