

H O M E

BUILDER

THE MAGAZINE OF THE CANADIAN HOME BUILDERS' ASSOCIATION



Media Kit 2004



*Wendy Blom, of Blom Design and Associates, Ottawa:
Designs 35 new home and renovation projects a year*

*Corey Libfeld of the Conservatory Group, Toronto:
\$2 million sales centre anchors 3,000 home starts a year*

*Taleb Abidali and Hossein Mousavi of Cresco Homes, Halifax:
Building 150 new homes a year in Atlantic Canada*

Our 26,000 readers build more than 200,000 new homes and handle \$25 billion in home renovations every year.

H O M E
BUILDER
THE MAGAZINE OF THE CANADIAN
HOME BUILDERS' ASSOCIATION



Canadian
Home Builders'
Association

Canada's #1

for New Home Builders and

Home BUILDER magazine ...

- The official magazine of the Canadian Home Builders' Association.
- Read by industry professionals who build more than eight out of every 10 new homes in Canada and handle the biggest residential renovation contracts.
- Delivers true coast-to-coast distribution and readership.



Magazine
Professional Renovators

Publisher's mandate: "Information our readers can use"

Nachmi Artzy, founder and publisher of *Home BUILDER Magazine*, started his career as a window and siding installer in 1966 and still runs his own renovation company in Montreal. A founding member of the Canadian Standard Association (CSA) A-440 Committee, Artzy has been involved in several Canadian General Standard Board Committees and was active in many industry associations. He knows the issues important to the industry.



Artzy launched Canada's first national renovation magazine, *AlumiNews*, in 1976. He founded the first trade show dedicated to exterior renovation projects, IDEAS, in 1986 and the Quebec-based IDEES show the following year.

In 1988 *Home BUILDER Magazine* was launched to address the needs of the new construction and home renovation market. From its inception it was the official magazine of the Canadian Home Builders Association (CHBA) and immediately became the leading publication in a crowded field.

As a professional renovator himself, Artzy has a single mandate for *Home BUILDER*: make it a tool for the trades. "Every *Home BUILDER* issue, every article, must have hands-on information that builders, renovators and contractors can use today," he said.



"I read Home BUILDER because I need to know what is happening in the industry right away."

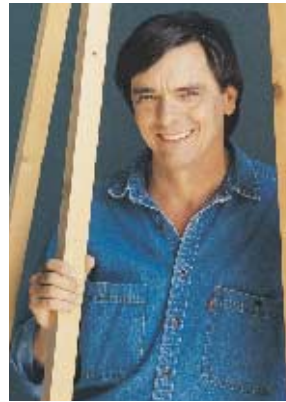
Tony Scivoletto, Corrado Company, Toronto

Expert opinions. Front-line reporting, Hands-on information.



Editor, Frank O'Brien: Award-winning editor and syndicated columnist Frank O'Brien has more than 15 years journalism experience specializing in construction and real estate. O'Brien also edits Work-4 Project's *Window World* magazine, a North America-wide magazine for the fenestration industry.

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 affects every builder and renovator in the country. We get the information first. Our Association coverage leads all industry publications.



Top Readership in the Industry

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 elite builders and renovators across the country. These are the men and women who build more than 80 per cent of all the new homes in the country and handle the biggest, most demanding renovation contracts.



Yet *Home BUILDER* is also an integral part of the nation-wide marketing program of the CHBA, which promotes professionalism in residential construction. CHBA members access co-operative advertising with the industry's top manufacturers, participate in large home shows in every region of the country, and take advantage of CHBA promotional material to sell services and products.

Home BUILDER Magazine is a powerful tool in this national marketing effort, a trusted source for information and a showcase for the best new products, people and technology in the business. Readership of *Home BUILDER* goes far beyond the CHBA membership to cover more builders, contractors and renovators from coast to coast. It reaches government officials at all levels, members of other important associations in manufacturing, architecture and design and sophisticated consumers.

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

Our Reach

- All members of the Canadian Home Builders' Association
- 26,000 home building and renovating professionals
- True coast-to-coast readership
- Distribution at major trade shows
- Exclusive distribution at CHBA National Conferences



“...widely read and respected throughout the industry”

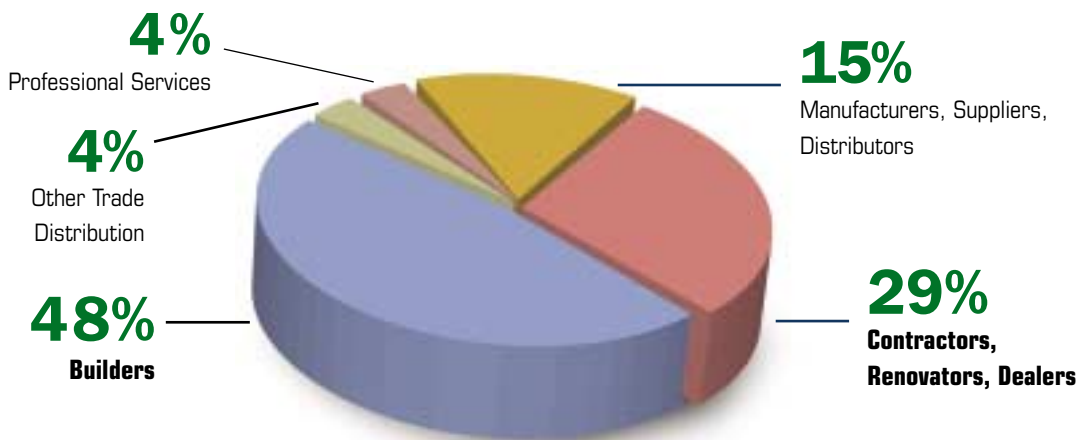
Jim Thomson, president of the Canadian Home Builders Association

Verified Readership

After 16 years of publishing, we have the most comprehensive, continually updated mailing list in Canada to ensure your advertising message is delivered to active, qualified buyers of building products and services.

Trade Distribution

	Quantity	Per cent
Builders	11,179	48%
Contractors, Renovators, Dealers	6,985	29%
Manufacturers, Suppliers, Distributors	3,544	15%
Professional Services	1,061	4%
Other Trade Distribution	976	4%
<hr/>		
	23,745	100.00%
Trade Shows & Association Meetings	2,500	
<hr/>		
Total Print Run	26,245	



Geographical Breakdown

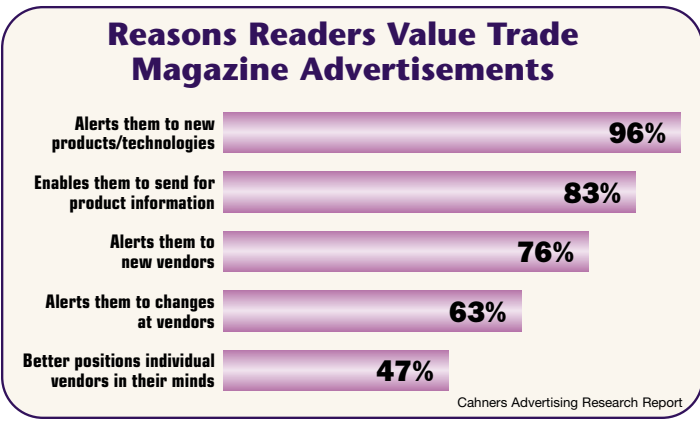
	Quantity	Per cent
Atlantic Provinces	1,453	6%
Quebec	2,061	9%
Ontario	10,073	42%
Prairie Provinces	4,771	20%
BC, Yukon, NWT	4,681	20%
United States	706	3%
<hr/>		
Total	23,745	100.00%
<hr/>		
Trade Shows & Association Meetings	2,500	
<hr/>		
Total Print Run	26,245	

Phone: 514-620-2200
 Fax: 514-620-6300
 E-mail: sales@work4.ca
 www.homebuildermag.com



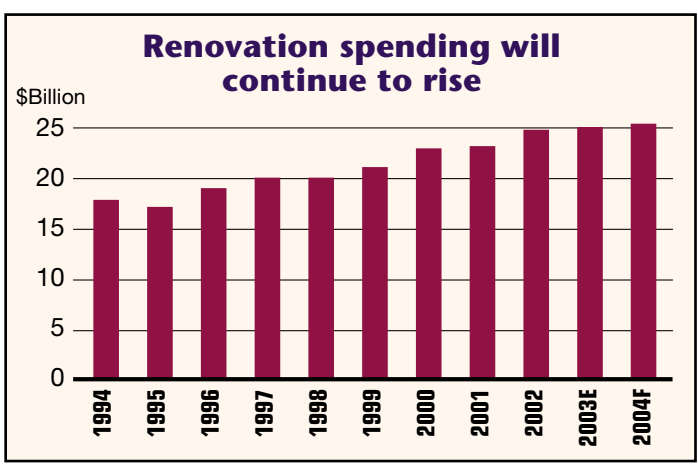
Your 2004 Advertising Works Harder Here

Hard-targeting your precious advertising dollars has never been more important – and when it comes to messaging the residential building industry in 2003, Home BUILDER is your top buy.



“Home BUILDER is my best source for information on what renovators and builders are doing across Canada.”

Harold Koehn,
Koehn Construction, Vancouver



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

Trusted by Canada's Major Advertisers

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

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



Our 2003 Advertisers (Partial list)

ADS Weatherdek Canada Ltd.
 Allroc Building Products Limited
 Architectural Products by Outwater
 Arriscraft International
 Asphalt Roofing Mfgs. Assoc.
 Beaver Valley Stone Ltd.
 Bibby Ste. Croix
 Bico Company
 Bosch Power Tools
 BPB Canada Inc.
 Britech Corp.
 Buchner Manufacturing Inc.
 Builder Lynx
 Camco/GE Appliances
 Canada Mortgage & Housing Corp
 Canadian Industrial Distributors Inc.
 Canadian Plywood Association
 Canadian Wood Council
 CBR Products
 CGC Inc.
 Chadsworth's 1.800.Columns
 Canadian Home Builders Association
 Cosella Dorken Products Inc.

Crowe Building Products Ltd.
 Daimler Chrysler Canada (Dodge)
 Danair Inc.
 DecTec
 Delta Faucet Canada
 DuPont Canada Inc.
 Duradek (Canada) Ltd.
 Epicor Canada (Failsafe)
 Fein Cdn. Power Tool Co.
 Fiat Products Ltd.
 First Canadian Title
 Flex-Ability Concepts
 General Motors of Canada
 Georgia Pacific
 Global DEC-K-ING Systems
 Hanson Brick
 Heat Seal Equipment Ltd.
 Home Building Centres
 Honeywell Ltd.
 James Hardie Bldg Products Inc.
 Jubilee Rose Enterprises
 Juno Lighting Inc.
 Kraft Tools Co.

KwikSet
 Lennox Industries Inc.
 Loewen Windows
 LP Specialty
 Masonite International Corp.
 Mazda Canada
 Mirror Interiors
 Mitten Vinyl Inc.
 Moen
 Napoleon Fireplaces & Gas Grills
 Nascor Inc.
 New Home Services Inc.
 North Country Log Homes
 OLFA Products Group
 Owens Corning Canada
 Pass & Seymour / Legrand
 Pella Corporation
 Polytech Products Inc.
 Price Pfister
 Regal Building Materials Ltd.
 Samsung - Staron
 Senco/Accuset
 SIMA Inc.

SoftPlan Systems
 Soprema Inc.
 South Asia Plastics Group Ltd.
 Stanley Works
 Star Machine Works Ltd.
 Strassburger Windows & Doors
 Suntown Co. Ltd.
 Superior Propane
 Taymor Industries Ltd.
 The Footing Tube
 TIM-BR Mart
 Tremco Barrier Solutions, Inc. (TBS)
 Truth Hardware
 U.S.E. Hickson Products Ltd.
 Uponor Canada Inc.
 Viessmann Manufacturing Co Inc.
 Wellington Polymer Technology Inc.
 West Lincoln Barnboard & Beams
 Wesure Weld Support Systems
 Wil-Can Electronics
 Wolseley
 ...and many more

• Hard-working advertising dollars
 • Trusted by industry's major brands

Our Advertisers



Advertising Rates

DISPLAY ADVERTISING RATES (B/W)

SIZE	1-Time	3-Time	6-Time	1-Time	3-Time	6-Time
Back cover*	C\$5,650	C\$4,800	C\$4,520	US\$4,070	US\$3,460	US\$3,255
Pg. 2, 3, 4 & IBC*	5,200	4,420	4,160	3,745	3,185	3,000
Full Page	4,520	3,840	3,615	3,255	2,765	2,605
2/3 Page	3,745	3,185	2,990	2,700	2,295	2,155
1/2 Page	2,815	2,395	2,255	2,030	1,725	1,625
1/3 Page	1,870	1,585	1,495	1,350	1,145	1,080
1/4 Page	1,415	1,205	1,130	1,020	870	815
1/6 Page	950	810	765	685	585	555

Colour

4-colour process	C\$1,100	US\$795
1 colour (process)	525	380
Special colour	on request	on request

* Position pages will only be guaranteed if paid for.

BLEED:

10% extra on space only

PREFERRED POSITION:

15% extra on space and colour

Non-cancellable

PRODUCT ANNOUNCEMENT (Ad layout is standardized. Please ask for sample.)

Rates include production. Ad size is 3-3/4"W x 3"H (1/6 page). Typesetting and one picture are included in prices.

4-colour (process)	C\$965	C\$805	C\$720	US\$695	US\$580	US\$520
Black plus one colour	865	705	620	625	510	450
Black	765	605	520	555	440	375
Logo	C\$50			US\$40		

Maximum length is 100 words. Title length maximum is five words. Picture size about 3", 300 dpi

PRODUCT CLASSIFIED AD (Ad layout is standardized. Please ask for sample.)

Rates include production. Ad size is 1-1/4"H x 2-1/16"W. One picture and approximately 20 words.

Heading must fit on one line. Picture size about 1", 300 dpi

4-colour (process)	C\$270	235	195	US\$195	170	145
--------------------	--------	-----	-----	---------	-----	-----

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.

Material

DISPLAY ADVERTISEMENT MEASUREMENTS

Trim size: 9" x 11"
Bleed size: 9-1/4" x 11-1/4"
Printing: Sheet-fed offset, saddle stitched

VERTICAL

SIZE (W x H)	Type-page	With margin*
Full Page	7-1/2" x 9-3/4"	9" x 11"
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)	Type-page	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"	

* Additional 1/8" trim allowance required on all sides for bleed ad

MATERIALS REQUIREMENTS

Digital format is preferred in advertising materials submission.

File format for digital material:

Computer system: Macintosh
Format: QuarkXpress or EPS file

Send the following items with your digital file:
All Fonts and image files used in ad. A hard copy for proofing.
Contact name and phone number of agency/individual who produced ad.

Film requirements:

150 line screen, negatives, emulsion side down, right reading.

For more information about material specification, contact the Production Manager at: kelvin@work4.ca

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

Phone: 514-620-2200

Attention: Sales Coordinator, Home BUILDER Magazine

E-mail: coordinator@work4.ca

We accept materials via e-mail/FTP if requirements are met. Contact your representative for details.

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.

Editorial Line-Up 2004

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 analysis 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 2004

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

Advertising deadline: January 9, 2004

Materials deadline: January 12, 2004

Magazine release: February 6, 2004

March/April

Exteriors

- Windows & Doors
- Roofing/Siding
- Structural and Foundations
- Insulation
- CHBA Conference Coverage

Advertising deadline: March 5, 2004

Materials deadline: March 8, 2004

Magazine release: April 2, 2004

May/June

Tools and Technology

- Trucks, Transport
- Hand & Power Tools
- Computers: Hardware & Software
- Communication Tools
- Clothing & Safety Gear
- The Hi-Tech Home
- Education & Training

Advertising deadline: April 30, 2004

Materials deadline: May 3, 2004

Magazine release: May 28, 2004

July/August

Product Showcase

The third annual New Product Showcase spotlights the latest in new building materials, new products and technology for the residential construction industry.

Advertising deadline: June 25, 2004

Materials deadline: June 28, 2004

Magazine release: July 23, 2004

September/October

Design & Interiors

- Home Design Plans: Elevations & Interiors
- Electrical & Lighting
- Heating, Ventilation and A/C systems
- Floors, Walls, Finishes
- Special Report: Kitchen and Bath

Advertising deadline: August 27, 2004

Materials deadline: August 30, 2004

Magazine release: September 24, 2004

November/December

Renovation

- High-End Renovations & Custom Homes
- Bidding a budget Renovation
- Landscape & Design
- Basement Renovations
- "Green" Renovations under Kyoto

Advertising deadline: October 15, 2004

Materials deadline: October 18, 2004

Magazine release: November 12, 2004

Sixth Annual Buyer's Guide



Release date: February 6, 2004

List with the winners

Advertise in the 6th annual Home BUILDER BUYER'S GUIDE and you will be ready for business in 2004. The BUYER'S GUIDE comes out just once a year but it is kept and read year-round as an important reference guide by buyers looking for industry suppliers.

Book your ad by January 9, 2004, to guarantee your company gets PRIME PLACEMENT and MAXIMUM EXPOSURE.

This is the big Guide that delivers:

- Cross-referenced listings
- Credibility
- Coast-to-coast readership
- Long-term payoff for your 2004 advertising dollar

Third Annual Product Showcase

Our second edition was a smashing success and the 2003 version is again a must-have, must-read issue.

Home BUILDER's annual NEW PRODUCT SHOWCASE spotlights the latest in new building materials, new products and technologies for the residential construction industry.

- Profiles of "the top" new products
- Reports on the latest innovations

Book your Product Showcase announcements and advertisements by June 28, 2004, to take advantage of this "keeper" issue.

Release date: July 23, 2004

Typesetting and one 4-colour picture are included in unit prices.

1/6 page	3-3/4"W x 3"H	C\$965	US\$695
1/3 page	7-1/2"W x 3"H	C\$1,800	US\$1,300
	or 3-3/4"W x 6"H		
1/2 page	3-3/4"W x 9"H	C\$2,600	US\$1,875
Logo	\$50		US\$40



Home BUILDER Magazine 2004 Schedule

January							February							March							April							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
					1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14	7	8	9	10	11	12	13	4	5	6	7	8	9	10	
11	12	13	14	15	16	17	15	16	17	18	19	20	21	14	15	16	17	18	19	20	11	12	13	14	15	16	17	
18	19	20	21	22	23	24	22	23	24	25	26	27	28	21	22	23	24	25	26	27	18	19	20	21	22	23	24	
25	26	27	28	29	30	31	29							28	29	30	31				25	26	27	28	29	30	31	

May							June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1	1	2	3	4	5	1	2	3	1	2	3	4	5	6	7						
2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14
9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31	29	30	31				
30	31																										

September							October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4					1	2	1	2	3	4	5	6				1	2	3	4		
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	
							31																				

 Ad Reservation and Material Deadline
 In The Mail



Home BUILDER turns to hands-on home builders, renovators and contractors to provide input. The writers are often tradespeople who work in the industry every day.

With ground-breaking news and in-depth industry coverage and commentary, Home BUILDER remains the No. 1 magazine for the home building and renovation industry.



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