

Don't Miss This Year's Most Revolutionary Advertising Opportunity!

2010 INTERNATIONAL PRODUCT SHOWCASE

THE WORLD'S LARGEST HOME CHANNEL MAGAZINE OF 2010!

2010 INTERNATIONAL PRODUCT
SHOWCASE

- Automotive
- Building Materials
- Electrical & Lighting
- Hand Tools
- Hardware & Fasteners
- Housewares
- Janitorial
- Lawn & Garden
- Material Handling & Storage
- Paint & Decorating
- Plumbing & HVAC
- Power Tools
- Safety Apparel

Volume 1 • Issue 1

An official publication of the National Hardware Show® • Published by Hardware Retailing Magazine & NRHA

Introducing the newest and most innovative product showcase magazine to hit the global home improvement channel!

Your advertising message will:

- Reach more than 54,000 Global Retail Merchants Immediately after the National Hardware Show®.
- Help Buyers Easily Find Your Company's Products.
- Enhance Your Products in Attractively Designed Ads.
- Reach the Most Extensive Circulation of Global Home Channel Merchants Ever Assembled.

An Official Publication of the
National Hardware Show®



From the publishers of
Hardware Retailing Magazine



Deadline April 15, 2010 • Call Your Hardware Retailing Sales Rep Today!

Full-Page
Ads Only
\$2,900_{net}

Cover Ads
\$3,900_{net}

We Make it Easy For You

Easy to use, easy to read and easy to buy, this publication is designed with your products in mind. Just submit your product photos, marketing copy and sourcing information and we'll do the rest. All products will be arranged by product category, with a full table of contents and index to make your products easy to find within the magazine's pages.

See back page for order form and material specifications.

Must Know Dates:

Advertising closing date:

April 15, 2010

Ad material deadline:

April 23, 2010

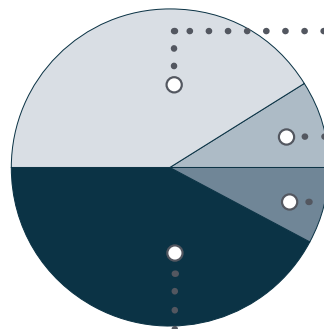
Get the exclusive coverage you've been looking for!

Showcase your company's newest and most innovative products to the largest audience across the retail home improvement, home décor and outdoor global channel.

CIRCULATION FACTS

25,000 MAGAZINES IN PRINT

Mailed in June to these buyers:



10,000 retail merchants who attended the National Hardware Show®.

2,200 buyers, managers and executives from Home Depot, Lowe's and Menards.

1,900 buyers, managers and executives from Hardlines Co-Ops, Regional Independent Hardlines Wholesalers and Specialty Distributors.

10,200 of the largest independent home improvement retailers from *Hardware Retailing's* circulation.

The Perfect Follow-Up to Your National Hardware Show® Participation

Reach retail merchants from across the entire home channel. Here are examples of some of the retailers your ad will reach:

- Big Lots
- Meijer
- Fred Meyer
- Costco
- HSN (Home Shopping Network)
- ShopKo
- Frontgate
- Federated
- Home Depot
- Lowe's
- Ace
- True Value
- Do it Best
- Home Hardware
- Orgill
- Wal-Mart
- Target
- Sears/Kmart
- Amazon.com
- eBay
- Best Buy
- Bed Bath and Beyond

than 54,000 Retail Buyers



**Published in
June 2010
Following
the National
Hardware
Show®**

Double Your Ad Size!

Full-page advertisers in the May National Hardware Show® issue of *Hardware Retailing* magazine get a spread ad in the *2010 International Product Showcase* magazine for only \$2,900 (net).

Plus You'll Get Free:

- Product release in *Hardware Retailing's* Spring Product Preview published in May.
- Bonus distribution of our magazine at the National Hardware Show®.
- A show easel of your ad to display in your booth at the National Hardware Show®.
- Online product release and link to your company's Web site.
- Product literature bound into the May issues distributed at the National Hardware Show®.

Closing date for *Hardware Retailing's* May issue:

March 31, 2010

Product release and literature for show copies due:

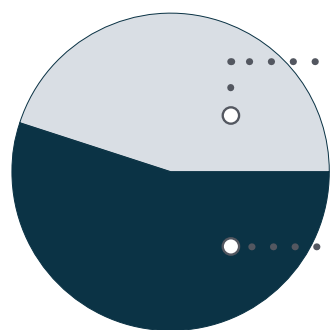
March 1, 2010

Remember!

You must decide by March 31, 2010 to get your bonus spread in the 2010 International Product Showcase!

29,000 DIGITAL EDITIONS

Sent via e-mail in June to these recipients:



• **16,000 attendees** of the National Hardware Show®.

• **13,000 independent retail subscribers** of the NRHA/*Hardware Retailing* eNewsletter.

Digital edition includes live links to your Web site!

Reach Every Retail Buyer Who Attended the May 2010 National Hardware Show®

A reinforcing message to National Hardware Show® attendees after the show is a powerful (and cost-effective) way to get the most from your investment.

Put simply, if you saw the buyer at the show, it's a great

reminder of your meeting; if you missed a buyer, it's a terrific way to reach out.

Extended Online Exposure

In addition to including live links on individual ads to advertisers' Web sites, the digital edition will be available on the National Hardware Show® and NRHA home pages for three months after the show.

Don't Miss This Year's Most Revolutionary Advertising Opportunity!

Yes, please reserve space for us in the 2010 International Product Showcase!

Company Name _____
Name _____ Title _____ E-mail _____
Address _____
City, State, Zip _____
Phone _____ Fax _____

Please Bill Me:

\$2,900 net Full-Page Ad in the 2010 International Product Showcase

Please indicate the number of pages you would like to reserve: _____ x \$2,900 = Total _____

\$2,900 net Spread Ad (You must place a full-page advertisement in the May issue of *Hardware Retailing* to receive this special offer. Please remember deadline for the May issue is March 31, 2009.)

\$3,900 net Inside Front, Inside Back or Back Cover Full-Page Ad

Please indicate the cover space you would like to reserve: _____

My Check is Enclosed

Credit Card Payment:

Bill my: VISA MC AMEX

Name on Card: _____

Credit Card Number: _____

Expiration Date: _____

Billing Address: _____

City, State, Zip: _____

Signature _____ Date _____

2010 International Product Showcase Deadline and Mechanical Specs:

The following information should help answer all your questions about your ad in the 2010 International Product Showcase.

All pages will be designed by our editorial and design staff. You simply provide us with the following information and we create the page.

Editorial Information:

- Company name and contact information including address, web site, contact e-mail and phone number.
- Company history or information (no more than 100 words) in a Microsoft Word document.
- Descriptions of up to six products per page (no more than 50 words each) in a Microsoft Word document. Be sure to include products' features and benefits.
- A list of where to buy your products. Please list wholesalers, manufacturer's reps, distributors, field sales force and any other way retailers across all channels (hardware, housewares, etc.) can buy your products.

Graphic Information:

- Hi-resolution (300 dpi) company and product logos.
- Hi-resolution (300 dpi) product photos. Please label the photos as the product name.
- Hi-resolution (300 dpi) artwork of any displays, POP materials or merchandising you would like to include.

The 2010 International Product Showcase editorial team will take this information and format it to fit the 2010 International Product Showcase's style. You will then be asked to proof and approve the materials.

Advertisers will be provided with two proofs at no cost. For any proofs beyond the second proof, advertisers will be charged \$100 per proof.

Product Information and Images Should Be Sent Directly To:

Nancy Vondersaar
International Product Showcase
6325 Digital Way #300
Indianapolis, IN 46278
317-275-9408
nvondersaar@nrha.org

You can also submit by uploading to our ftp site:

ftp://c2.web-pros.com
Username: nrha3
Password: DBa6zR

All files should be placed in one folder with the advertiser's name. Place in the "International Product Showcase" folder located inside the nrha3 folder.

Please send an e-mail to nvondersaar@nrha.org so we know the files are there.

Note: Mac users will need to access through Fetch.

Deadlines

Advertising Closing Date: **April 15, 2010**
Ad Material Deadline: **April 23, 2010**



Contact Your Regional Sales Manager & Place an Ad Today!

EASTERN REGION GREG COLE

6325 Digital Way #300
Indianapolis, IN 46278-1679
P. (317) 275-9420
P. (317) 650-0008 Cell
F. (317) 275-9403
E. gcole@nrha.org

MIDWEST TONY SARANTAKIS

1404 Afton Circle
Barrington, IL 60010
P. (847) 934-9515
F. (847) 934-2494
E. tonytakis@aol.com

MIDWEST GARY SEITZ

10432 Penny Ct. N.
Frankfort, IL 60423
P. (708) 655-0258
F. (847) 934-2494
E. gary.allen.seitz@gmail.com

GREAT LAKES LOWELL HUFFMAN

6325 Digital Way #300
Indianapolis, IN 46278-1679
P. (317) 275-9422
P. (765) 541-0785 Cell
F. (317) 275-9406
E. lhuffman@nrha.org

WESTERN KAREN SWAYNIE

6325 Digital Way #300
Indianapolis, IN 46278-1679
P. (317) 275-9437
P. (317) 437-5923 Cell
F. (317) 275-9403
E. kswaynie@nrha.org

CANADA BEVERLY ALLEN

360 Dupont St.,
Toronto, Canada M5R 1V9
P. (416) 489-3396
F. (416) 489-6154
E. bev@hardlines.ca

VICE PRESIDENT OF SALES BOB CUTTER

6325 Digital Way #300
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P. (317) 690-3371 Cell
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E. bcutter@nrha.org

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