



patio & Hearth & Products Report

The Source for Patio, Hearth, and Barbecue Products

2012 EDITORIAL CALENDAR & RATE CARD



10 Reasons for a Product-driven, Tabloid-sized Magazine



Such a publication:

1. Places an emphasis on the product and technology side of the industry.
2. Increases sales leads and brand awareness for advertisers.
3. Facilitates communication between manufacturers and the publication's readers.
4. Creates a purchasing mindset among readers.
5. Generates excitement and energy within an industry.
6. Allows for larger photos and more text per product release.
7. Stands out against conventional-sized publications.
8. Establishes itself as the media source for new product information.
9. Allows for a contemporary and creative layout and design that specialty stores, retailers, and dealers appreciate.
10. Allows manufacturers to showcase and promote their new and existing product lines in a unique venue.

Inside Each Issue of *Patio & Hearth Products Report*

- **Product Profiles** – Product releases of new and existing products.
- **Spotlight** – Focus on a particular product line in the patio, hearth, barbecue, outdoor-kitchen, or outdoor-living industry.
- **Guest Editorial** – Insight and thought-provoking ideas and/or opinions from a prominent member of the industry.
- **Product Innovation** – Highlights a new or unique product and how the manufacturer brought the product to market.
- **Industry News** – Updates from the retailers and manufacturers.
- **Product Focus** – Thematic angle with a specific product line. Identifies product niche within the industry.
- **Showroom Showcase** – Profiles a successful outdoor-furniture retailer with an emphasis on sales and marketing and retailing strategies.
- **My Turn** – Conversation with a noteworthy individual in the industry.
- **Marketing Maneuvers** – Describes how a retailer used marketing, promotion, advertising, and/or public relations as an effective way to increase sales, grow the store's name, and improve the retailer's image.
- **As I See It** – Q&A with a manufacturer.
- **Corporate Profile** – Manufacturer profile.
- **Last Word** – Latest industry trends.





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JANUARY/FEBRUARY

- Barbecue Grills for Any Budget
- Stoves for Elegance and Warmth
- Exciting New Outdoor Furniture Lines
- Spotlight: Contemporary Fireplaces
- Product Focus: Venting Products

Ad Closing: December 29
Ads Due: January 7

Bonus Distribution:
HPBExpo, Atlanta, GA

MARCH/APRIL

- Must-have Barbecue Accessories
- Gas Fireplaces
- Colorful New Outdoor Fabrics and Outdoor Furniture
- Spotlight: Shade Products
- Product Focus: Barbecues/Grills/Smokers

Ad Closing: February 27
Ads Due: March 7

MAY/JUNE

- Cooking Demos That Dazzle
- Assessing Fuel Choices
- Durability of Outdoor Furniture
- Spotlight: Outdoor Furniture
- Product Focus: Contemporary Outdoor Furniture

Ad Closing: April 28
Ads Due: May 7

JULY/AUGUST

- In-store Grilling Classes
- Hearth Choices for Both Indoors and Outdoors
- Reaching Out to the Community
- Spotlight: Firepits
- Product Focus: Outdoor Fabrics

Ad Closing: June 29
Ads Due: July 8

Bonus Distribution:
Casual Market, Chicago, IL

SEPTEMBER/OCTOBER

- New Ways to Entertain Around the Outdoor Kitchen
- Eco-friendly Hearths
- Resort-inspired Outdoor Living
- Spotlight: Outdoor Kitchens
- Product Focus: Outdoor Fireplaces

Ad Closing: August 28
Ads Due: September 7

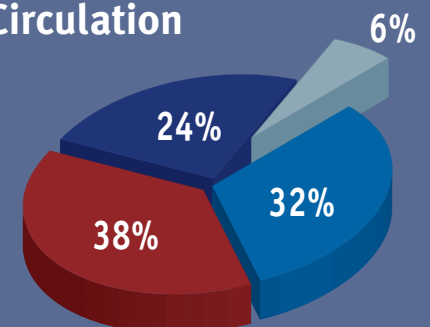
NOVEMBER/DECEMBER

- Popular Grill Features
- Hearth Mantels and Surrounds
- Show-stopping Displays and Vignettes
- Spotlight: Stoves
- Product Focus: Fireplace Logs

Ad Closing: October 28
Ads Due: November 7



Circulation



- Hearth Retailer & Dealer
- Specialty Outdoor Furniture Retailer
- Barbecue/Grill Retailer & Dealer
- Manufacturer, Distributor

Total Circulation15,000

Many of the above retailers and dealers sell patio, hearth, barbecue/grill, and outdoor-living products under one roof.

GENERAL ADVERTISING RATES B/W

Space	1x	3x	6x	12x
Tabloid Page	\$4,600	\$4,200	\$3,800	\$3,300
Junior Page	4,300	3,900	3,500	3,100
1/2 Island	3,300	2,975	2,700	2,300
1/2 Page	2,850	2,600	2,300	2,000
1/3 Page	2,200	1,950	1,800	1,500
1/4 Page	1,800	1,600	1,450	1,250

PREFERRED POSITIONS\$300 extra per page
 Inside Covers\$500 extra per page*
 Back Cover\$650 extra*

*Covers are available only in four-color process

BLEED: Available at no additional cost

COLOR RATES (in addition to space cost):

Standard or matched inks\$550
 Four-color process\$1,200
 Metallic colors.....\$1,300

WEB ADVERTISING WITH DIRECT LINKS

Available at \$750 per month, with a 12-month rate of \$5,950. Files accepted: GIF, animated GIF and JPEG; art: 514x64 pixels, 72 ppi. Creation of artwork costs an extra \$100. Details are available from your advertising representative.

PRODUCTION REQUIREMENTS

Preferred Ad Format:

Supply a press-ready PDF/PDFX-1a. All four-color material must be CMYK and all two-color material must be K+PMS or standard color.

Color Proofs:

Provide a Fuji PictroProof, Imation Matchprint, Kodak Approval or any other SWOP color proof by the materials deadline to ensure the accuracy of color proofing on press.

PRODUCTION CHARGES

For properly supplied digital files that meet the publisher's requirements, there will be no charge. For any work needed to correct or update the files provided so that they meet the publisher's requirements, however, the advertiser may be billed at the publisher's cost.

MECHANICAL REQUIREMENTS

	WIDTH	DEPTH
Tabloid Bleed Size	11 1/8"	14 1/4"
Tabloid Trim Size	10 7/8"	14"
Tabloid Live Size	10 3/8"	13 1/2"
Tabloid Spread Bleed Size	22 3/8"	14 1/4"
Junior Page	7 3/8"	10 1/4"
1/2 Island	6"	8"
1/2 page horizontal	9 7/8"	6 1/4"
1/2 page vertical	4 7/8"	12 3/4"
1/3 page square	6 3/4"	6 3/4"
1/3 page vertical	3 1/8"	12 3/4"
1/4 page	4 7/8"	6 1/4"

AD MATERIALS POLICY

If submitted by the materials due date, ad materials will be inspected to ensure their adherence to the publisher's ad specifications. The advertiser will be notified, and new ad materials will be requested, if ad materials do not meet specifications.

If materials that do not meet specifications are received after the materials due date, reasonable measures will be taken to contact the advertiser to supply new materials promptly. The publisher may also offer two other options: correcting the materials at the advertiser's expense or running the ad "as is," with the publisher assuming no responsibility for the ad's readability or accuracy.

ISSUANCE, CLOSING DATES, AND CANCELLATION

In 2012, *Patio & Hearth Products Report* will be published six times. Cancellations in writing must be received prior to the published ad closing date. Cover positions cannot be canceled unless written notice is received 90 days before the closing date.

INSERTS

For ad space costs and bindery charges, contact your advertising representative.

RATE ADJUSTMENTS

Rates will be adjusted to reflect the actual number of units used if more or fewer units are used, within the contract year, than were specified by contract.

PAYMENT TERMS

Payment is due within 30 days of the invoice date; the publisher may bill separately for ad work. Payments by credit card are accepted.

Agency commission:

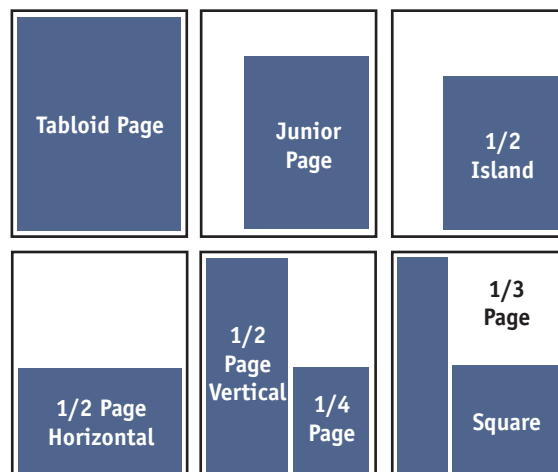
To recognized agencies, 15% of gross billing is allowed for space, color, and position (on invoices paid according to the publisher's terms). For conversion charges, reprints, or any mechanical operations, no commission is allowed. The agency's commission will be forfeited on invoices not paid in accordance with the terms stated.

GENERAL

If, for any reason, it is necessary to omit an advertisement, the publisher expressly disclaims any liability and assumes no liability.

Advertisements are only accepted and published if the agency and/or the advertiser represent and warrant that the agency and/or advertiser have the right to publish, and are authorized to give the publisher the right to publish, the entire contents and subject matter of the advertisement. It is understood that the advertiser and/or agency will indemnify the publisher and hold the publisher harmless from and against any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, trademark/service mark infringement, liability for use of classified material, and any other claims based on, or related to, the contents, or subject matter of advertisements, in consideration of the publication of advertisements.

Unless they are specifically agreed to in writing by the publisher, no conditions other than those set forth in this rate card shall be binding on the publisher. If they conflict with the provisions of this rate card, no conditions printed or appearing elsewhere shall be binding on the publisher.



For Advertising Information Contact:

Tony Ramos, Publisher

Peninsula Media

21250 Hawthorne Blvd., Suite 700

Torrance, CA 90503

(310) 792-7448 • (310) 792-7449/Fax

tramos@peninsula-media.com

www.patioandhearthproductsreport.com