

patioHearth & Products Report

The Source for Patio, Hearth, and Barbecue Products



2011 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 from the manufacturers of patio, hearth, barbecue/grill, and outdoor-living products.
- **Guest Editorial** – Respected insight and thought-provoking ideas and/or opinions by a prominent and well-recognized member of the patio, hearth, and barbecue industry.
- **Spotlight** – Focus on a particular product line in the patio, hearth, barbecue, outdoor-kitchen, or outdoor-living industry.
- **As I See It** – Q&A with a manufacturer.
- **Product Innovation** – Highlights a new or unique product and how the manufacturer brought the product to market.
- **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, with a focus on where the industry is headed and how his or her company is gearing its products and services to meet the needs of retailers and dealers.
- **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.
- **Last Word** – Latest industry trends.
- **Industry News** – Updates from the retailers and manufacturers.



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JANUARY/FEBRUARY

- Patio/Outdoor Living – Selling the Staycation Concept
- Hearth – Contemporary Log Alternatives
- Outdoor Grilling – Barbecue Accessories That Sell
- Spotlight – Contemporary Fireplaces

Ad Closing: December 29
Ads Due: January 7

Bonus Distribution:
HPBExpo, Salt Lake City, UT

MARCH/APRIL

- Patio/Outdoor Living – Modular and Sectional Outdoor Furniture
- Hearth – Elegant Stone Mantels and Surrounds
- Outdoor Grilling – Affordable Infrared Grills
- Spotlight – Shade Products

Ad Closing: February 23
Ads Due: March 7

MAY/JUNE

- Patio/Outdoor Living – Chic Outdoor Fabrics
- Hearth – New Advances in Pellet-stove Technology
- Outdoor Grilling – Smokers and *Kamados* Grow in Popularity
- Spotlight – Outdoor Furniture

Ad Closing: April 25
Ads Due: May 6

Bonus Distribution:
Pre-Market, Chicago

JULY/AUGUST

- Patio/Outdoor Living – Stylish Shade Products
- Hearth – Hip Hearths: Not the Same Old Flame
- Outdoor Grilling – Modular Outdoor Kitchens
- Spotlight – Outdoor Living Products

Ad Closing: June 29
Ads Due: July 8

Bonus Distribution:
Casual Market, Chicago

SEPTEMBER/OCTOBER

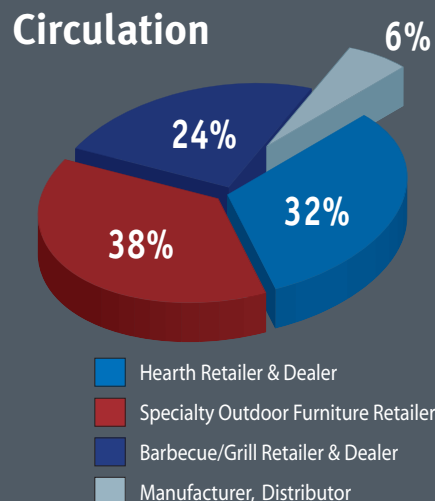
- Patio/Outdoor Living – The Beauty of Teak
- Hearth – The Latest Green Fireplaces
- Outdoor Grilling – Small, but Powerful, Portable Grills
- Spotlight – Outdoor Kitchens

Ad Closing: August 26
Ads Due: September 7

NOVEMBER/DECEMBER

- Patio/Outdoor Living – Extending the Season With Patio Heaters
- Hearth – What's New in Gas Logs?
- Outdoor Grilling – Popular Outdoor Pizza Ovens
- Spotlight – Stoves

Ad Closing: October 26
Ads Due: November 7



Total Circulation15,000

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

2011 rates & mechanicals

Rate Card Number 6 | Effective October 2010

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.

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 2011, *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

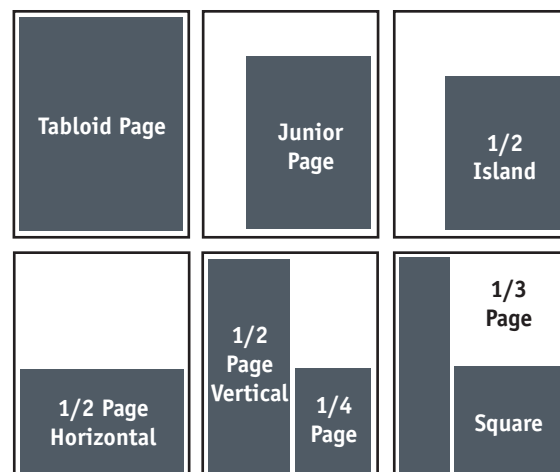
If, for any reason, it is necessary to omit an advertisement, the publisher expressly disclaims any liability and assumes no liability.

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.

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"



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