

HEARTH & Home[®]

Leading Publication for the

HEARTH

PATIO

BARBECUE

Industries

24,000
Circulation

Reaching

Specialty Retail Channels

Residential Designers and Architects

Hospitality Designers and Architects

2009 Media Kit

Circulation - Average 24,000 Monthly

Reach your primary markets and open doors to new markets that represent excellent sales opportunities!

- **Specialty Retail Channels - *Hearth & Home* reaches virtually all Retailers, Reps and Distributors that specialize in selling Hearth, Patio and/or Outdoor Kitchen products.**

The specialty channels have been the backbone of *Hearth & Home's* circulation since 1980.

- **Residential Designers & Architects – receive *Hearth & Home* each month - over 6,200 monthly.**

The residential design community specifies product for Hearth, Patio and Outdoor Kitchen projects. They represent a strong market for many manufacturers.

- **Hospitality Designers & Architects – *Hearth & Home* is sent to 3,000 different designers and architects each month.**

From October 2008 to April 2009, *Hearth & Home* will be sent to 19,500 architects and designers working in the hospitality fields.

Growth Opportunities in a Changing Marketplace

The marketplace isn't stagnant and neither is *Hearth & Home's* circulation. We constantly test and refine our circulation to deliver the most qualified and expansive audience for your advertising investment.

We take our role as your partner very seriously. When we recognized that designers and architects were becoming much more interested in the products we cover, we began an aggressive campaign to add more of these specifiers to our monthly circulation list.

We're making sure that your advertising dollar is used as efficiently as possible.



Advertise in
Hearth & Home
to reach Retailers and Specifiers
of
**Hearth Products
Patio Furnishings
Outdoor Grills**



Readership Profile

(As of September 2008 issue)

Specialty Retailers	5,218
Designers	3,078
Architects	3,122
Furniture Stores	677
Home/Hardware Centers	342
Garden Centers	132
Department Stores	14
Mass Merchandisers/Discount Stores	13
Builders/Remodelers	1,343
Direct Mail Catalog Sales	60
Fuel/Energy (Natural Gas, LP Gas, Coal, Utility Co.'s, etc)	524
HVAC Contractors	565
Distributors	1,074
Manufacturers' Reps	805
Manufacturers/Importers	2,461
Suppliers	164
Contract Buyers	25
Other	883
Sub-Total	21,000

Additional Monthly Bonus Circulation

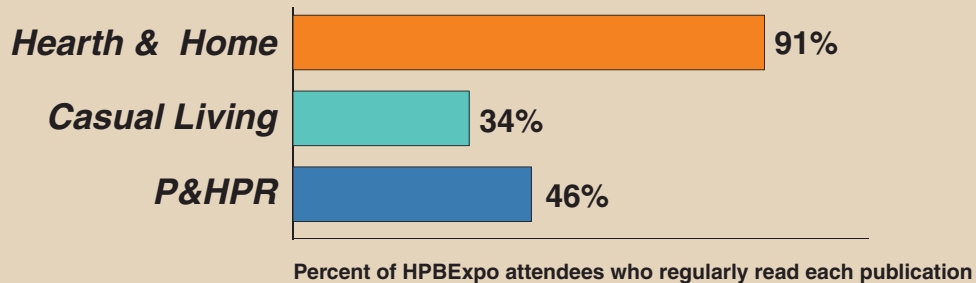
Designers & Architects	3,000
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Total Average Monthly Mailing	24,000
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The *Hearth & Home* Advertising Advantage

- **Major Independent Survey shows that *Hearth & Home* is the most regularly read publication among competing magazines.**

Each year the Hearth, Patio & Barbecue Association (HPBA) surveys HPBExpo attendees and asks the following question: “Which trade publications do you read regularly?”

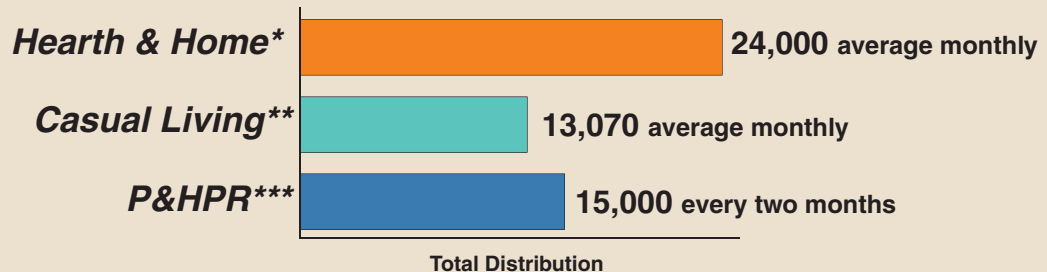


Source: 2008 HPBExpo Attendee Survey

- **Circulation Comparison**

Total Distribution (average copies per issue during preceding 12 months):

Source: Latest available United States Postal Service (USPS) Statement of Circulation



* 2008 USPS Statement

** 2007 USPS Statement

*** No USPS Statement Filed

- **Sales Leads Processed Weekly.**

***Hearth & Home* Provides Free Sales Leads** – an added-value benefit that provides sales leads to advertisers. Leads are generated from readers who request product information using the “Bingo Cards” inserted in every issue. These leads are processed weekly and sent electronically to advertisers.

Editorial Content

Hearth & Home's Mission

To be the leader in providing timely and relevant information to all those in the hearth, patio and barbecue industries. To publish a high quality business-to-business magazine with editorial integrity on which readers can rely to help them run their business.

The Leading Publication

Hearth & Home, now in its 29th year, is the No. 1 publication serving the hearth, patio and barbecue industries. When compared to competing trade journals, *Hearth & Home* is **First** in the total number of editorial pages published annually, **First** in total number of ad pages, and **First** in total number of readers.

Value

Hearth & Home's editorial quality and tremendous circulation advantage create the perfect environment in which to deliver your advertising message. Our readers include the universe of retailers who specialize in selling your product category and those who represent your best potential prospects. Plus, your ads in *Hearth & Home* now reach 9,000 designers and architects within the residential and hospitality markets. This represents a huge marketing opportunity that is only available with *Hearth & Home*. That's real value!

#1
Publication



Annual Buyer's Guide

A comprehensive guide to manufacturers, products, distributors and reps for three industries – hearth, patio and barbecue. The Buyer's Guide provides a mini-profile of each company with cross-referenced information to allow sourcing in a variety of ways. This special annual issue has a 12-month shelf-life, providing advertisers with added year round value.

Editorial Departments and Features

Perspective

The editor's opinions on matters of relevance to our readers.

Hearth, Patio & Barbecue News

New products, sales and acquisitions, key executive changes, moves and new facility construction are all included in this section.

Industry Surveys

Three major industry surveys, two mid-year surveys and several special interest surveys are conducted during the year. Survey results explain what's selling and where.

Company Profiles

Timely and informative profiles of manufacturers, retailers, designers and consultants are always interesting and insightful.

Product Category Features

Throughout the year *Hearth & Home* will take an in-depth look at specific product categories. Articles discuss sales, design trends and what's new in that category.

Industry Issues

Years of industry knowledge accumulated by *Hearth & Home's* experienced writers results in unmatched insight into industry issues, providing readers with a clear understanding of topics covered.

Viewpoints

One-on-one discussions with industry leaders concerning topics of immediate relevance.

Business Planner

Lists upcoming trade shows and events.

Business Climate

Weather, stock performance, economic and housing data.

Special Issues

- **Pre-HPExpo Issue - February**
- **HPExpo Issue - March**
- **Buyer's Guide - June**
- **Chicago Pre-market Issue - July**
- **Outdoor Room Issue - August**
- **Casual Market Issue - September**
- **Grills, New for 2010 - December**

2009 Editorial Calendar

Issue Deadlines	Bonus Distribution	Hearth	Patio	Barbecue
January Ad Space Closing: November 21 Ad Material Due: November 28	<ul style="list-style-type: none"> Atlanta Gift Market 	Gas Fireplaces	Plastic Is Back	Pizza Ovens
February (Pre-HPBExpo Issue) Ad Space Closing: December 23 Ad Material Due: December 31	<ul style="list-style-type: none"> NBBQA Conference, Austin 	Contemporary Design	Wicker Furniture	Pellet Grills
March (HPBExpo Issue) Ad Space Closing: January 23 Ad Material: January 30	<ul style="list-style-type: none"> HPBExpo, Reno 	Pre-fab Fireplaces New Products	Fabrics	Green Grilling
April (Vesta Awards Issue) Ad Space Closing: February 20 Ad Material: February 27	<ul style="list-style-type: none"> High Point Market NPGA Expo, Atlanta 	Electric Fireplaces Vesta Winners	Cabinets/Storage	Charcoal Grills
May Ad Space Closing: March 27 Ad Material: March 31		The Pellet Industry	Furniture for Small Spaces	Electric Grills
June (Buyer's Guide Issue) Ad Space Closing: April 24 Ad Material: April 30	<ul style="list-style-type: none"> ITMA Showtime, High Point 	Hearth Industry Data	Patio Industry Data	Barbecue Industry Data
July (Casual Pre-Market Issue) Ad Space Closing: May 22 Ad Material: May 29	<ul style="list-style-type: none"> Atlanta Gift Market 	Wood Stoves /Inserts	Fabric Trends New Products	Smokers & Kamados
August (The Outdoor Room Issue) Ad Space Closing: June 26 Ad Material: June 30		The Outdoor Room Design Trends Fireplaces, Firepits,	The Outdoor Room Patio Heaters Lighting, Flooring, Garden Accessories	The Outdoor Room Islands, Kitchen Equipment
September (Casual Market Issue) Ad Space Closing: July 24 Ad Material: July 31	<ul style="list-style-type: none"> Casual Market, Chicago IFAI Expo, San Diego 	Mantels & Surrounds	Statement Pieces New Products	Infrared Grills
October Ad Space Closing: August 26 Ad Material: August 31	<ul style="list-style-type: none"> High Point Market 	The Pellet Industry	Trends in Wood	Venting Hoods
November (Pool & Spa Issue) Ad Space Closing: September 25 Ad Material: September 30	<ul style="list-style-type: none"> International Pool/Spa/Patio Expo 	Venting	Spas	Portable Grills
December (Outdoor Grill Issue) Ad Space Closing: October 23 Ad Material: October 30		Gas Logs	Umbrellas	New Barbecues 2010

(Features subject to change.)

Frequency-Plus Advertising Program

(standard display contracts only)

Double the size of every third ad, at no extra charge. Increase the impact of your ad campaign without increasing your ad budget. The greater your advertising frequency, the greater the program benefit.

Earn up to Four Free Size Upgrades!

Three ads	earn	1 free upgrade
Six ads	earn	2 free upgrades
Nine ads	earn	3 free upgrades
Twelve ads	earn	4 free upgrades

Reader Service Lead Program

Free for all display ads. Sales leads generated from reader service cards are processed weekly and forwarded to advertisers

electronically. Our reader service program provides you with a system to track reader interest generated from each ad.

Direct Mail List Rental

Hearth & Home's circulation list is available to current frequency contract advertisers for blind mailings. Contact your sales representative for list rental pricing.

Bonus Distribution

Hearth & Home is distributed at major industry events and trade shows to provide advertisers with additional exposure to buyers when purchasing decisions can be influenced.

Hearth & Home tests new markets with bonus distribution on a regular basis.

Free Press Release Coverage

Hearth & Home's news section highlights new product introductions and company news in every issue. Press Releases are run on a first-come, first-served basis and are subject to editorial approval. Submit PR to Richard Wright, editor; wright@villagewest.com

Free Company Listing in Buyer's Guide

Company listings in the June Annual Buyer's Guide issue are free. Companies with a display ad in this issue will also receive a color enhancement to their listing, a pointer to their ad page and a free, 25-word product literature description with picture, toll free number & Web site address.

Publisher's Policies

FREQUENCY CONTRACT RATES: A contract year is a 12-month period that begins with the month of your first insertion. Frequencies must be completed within the 12-month contract period. A combination of large and small ads may be used to maximize your frequency discount.

RATE ADJUSTMENTS: Contracts not fulfilled within a 12-month period will be short-rated to reflect earned frequency. Advertisers who earn a deeper discount will be rebated.

CANCELLATIONS: Must be made in writing to your sales representative prior to space closing date. Ads cancelled after closing date will be billed for space reserved.

LATE AD MATERIAL: If new ad does not arrive by the closing date, Publisher reserves the right to run the most recent ad and/or charge a late fee.

15% PRINT-READY DISCOUNT

(AKA Agency Discount): Available on standard display ads (see Material Requirements page) if account is current and invoice is paid within 30 day terms. No 15% discount allowed on production charges.

TERMS: Payment (U.S. funds) is due within 30 days of invoice date. A 2% discount (net of 15% print ready discount) may be deducted for payment within 10 days of invoice date. Publisher reserves the right to cancel a contract due to nonpayment. Publisher is not bound by conditions appearing on client or agency produced space order, contract or billing instructions that conflict with the Publisher's policies.

PREPAYMENT DISCOUNT:

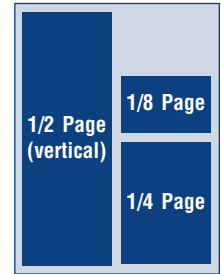
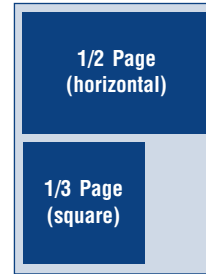
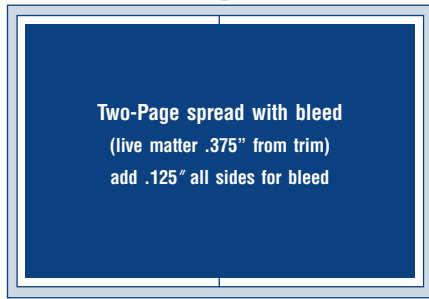
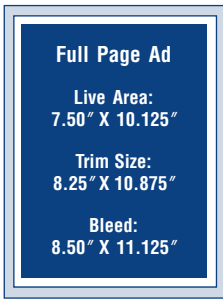
Available on frequency contracts. Entire contract payment must be received 30 days prior to first insertion date. Discount is taken on net (after 15% is deducted).

LATE PAYMENTS: 1.5% monthly interest charge (18% annually) will be assessed on accounts over 30 days. Any and all expenses incurred in collecting delinquent accounts shall be included in resultant judgments.

ADVERTISING AGENCIES: The 15% Print-Ready Discount refers to and is the same as an agency discount. Agencies are fully responsible for payment of advertisements ordered through or by the agency.

NEW ADVERTISERS: 50% prepayment is required on first insertion to establish credit.

2009 Advertising Material Requirements



Bleed Ads

For full-page ads and two-page spreads keep important elements such as type a minimum of .375" away from the trim. Then add .125" all around for bleed. This is to ensure nothing is trimmed off that is important to the integrity of the design.

Production Questions?

Contact: Dianne Amand 1-800-258-3772

E-mail: production@villagewest.com

Print Ready Requirements

Every ad submitted must include the following:

- Hard Copy/Proof: Supply high-quality SWOP (Specifications for Web Offset Publications) approved proof. Village West Publishing is not responsible for any color inaccuracies when a SWOP-approved proof is not provided.
- Digital file and all supporting files.
- Notation of issue(s) in which ad material will be used.
- Point of contact for any questions pertaining to the ad material received.

Digital File Specifications

Hearth & Home magazine is produced 100 percent computer-to-plate at 150 line screen/300 dpi. Complete digital files are: document, images, graphics and fonts. Supply color or black and white with "print colors as gray" turned on. Your hardcopy proof will be used as a final guide by the prepress operator and printer.

Publisher is not responsible for errors due to improper file preparation.

Matching Colors

Hearth & Home magazine is printed with process colors (combination of cyan, magenta, yellow and black ink). Any PMS

Ad Sizes in decimals

Trim size	8.25" X 10.875"
Full Page (live matter .375" from trim)	7.5" X 10.125"
Full Page with bleed (live matter .375" from trim)	8.50" X 11.125"
Two-Page spread (live matter .375" from trim)	16.50" X 10.875"
Two-Page spread with bleed (live matter .375" from trim)	16.75" X 11.125"
2/3 Page	4.50" X 9.75"
1/2 Page Vertical	3.375" X 9.75"
1/2 Page Horizontal	7" X 4.75"
1/3 Page Vertical	2.125" X 9.75"
1/3 Page Square	4.50" X 4.75"
1/4 Page	3.375" x 4.75"
1/8 Page	3.375" x 2.25"

or RGB used will be converted, resulting in a color shift. To ensure that the color is correct, it is recommended that you convert the PMS or RGB to CMYK. **For Metallic Ink:** Contact publisher for rates.

Layout

Ad should be created at 100 percent. This should correspond to sizes above.

File Format

PDF/X1a files are the preferred file format for file submission. Careful attention must be paid to the proper creation of PDF/X1a files (print-ready; high-resolution with embedded fonts and graphics) to ensure that they will reproduce correctly. Please do not put crop marks within bleed area of digital file. Printer is not responsible if they print.

Items to Check for...

- QuarkXPress files: H&J's and no OPIs
- All fonts are supplied or embedded
- No Pantone or RGB colors
- Images are Hi-Res (300 dpi)

Production Charges

Work provided by Village West Publishing will be billed at \$100 per hour.

Special Projects & Inserts

Call for quotes and specifications. Samples of inserts should be submitted to the publisher before printing to ensure proper specifications.

Shipping Instructions

• FedEx, UPS, Airborne:

Attention: Dianne Amand
Village West Publishing
25 Country Club Road, Suite 403
Gilford, NH 03249

• U.S. Mail:

Attention: Dianne Amand
Village West Publishing
PO Box 1288, Laconia, NH 03247

• E-mail: production@villagewest.com

• FTP: [web site: www.hearthandhome.com](http://www.hearthandhome.com) (follow directions on Web site)

Material Deadline

ISSUE	MATERIAL
January-09	11/28/08
February-09	12/31/08
March-09	1/30/09
April-09	2/27/09
May-09	3/31/09
June-09	4/30/09
July-09	5/29/09
August-09	6/30/09
September-09	7/31/09
October-09	8/31/09
November-09	9/30/09
December-09	10/30/09