

Take your place
in the industry's
only national
magazine
owned by the
retailers
it serves:



MEDIA KIT

Why NHFA's Home Furnishings Retailer?

Home Furnishings Retailer is the only national publication in the industry that is actually owned by the retailers it serves. (Talk about accountable and responsive!)

It goes to the decision-makers you want to reach most, so there's no wasted circulation. And it's been trusted by leading furniture retailers for more than 80 years. Plus, our award-winning editorial and design makes it easy for busy NHFA members and other success-minded retailers to get the tips, tactics and techniques they need to succeed.

Today, that's more important than ever.

Top-Drawer Content

When your customers open NHFA's *Home Furnishings Retailer*, they access the wealth of business-building information resources that has made NHFA the industry's biggest retail trade organization for more than 85 years.

Home Furnishings Retailer editors are award-winning industry veterans who translate the trends into practical strategies for today's demanding retail economy.

Articles by some of the industry's most respected consultants and most successful leaders offer help in every issue.

Month after month, our readers enjoy carefully researched, expertly written articles that help retailers run their businesses more profitably.

Editorial coverage of the topics that keep readers coming back means reliable repeat exposure for your message.



When you advertise in *Home Furnishings Retailer*, your message reaches the people you want to reach — the decision makers!

Trusted by your target customers

Home Furnishings Retailer is mailed monthly, 11 issues a year, to more than 10,000 retailers — a carefully qualified readership of the key decision-makers in furniture stores. (*Home Furnishings Retailer's* circulation is verified in accordance with United States Post Office regulations.) Our readers include NHFA's highly successful officers and board and all of NHFA's members across the U.S. and in Canada.

Plus:

- A full 90 percent of our readers are company presidents, owners, vice presidents, managers or buyers.

- All "Top 200 Retailers" receive every issue.
- More than 80 percent of our readers receive *Home Furnishings Retailer* by paid subscription or request, so you know they read it.
- You reach thousands of new readers through our bonus distribution at major furniture markets around the country.

Bottom line: You can buy bigger circulations, but not better!



Affordable, powerful strategies give you maximum impressions.



Impressive Advertorials

Advertorials combine the credibility of articles with the custom content of advertising for unbeatable persuasive power.

Available exclusively to full-page, half-page and 2/3-page advertisers, your advertorial:

- is teamed with your company's ad for double impact
- appears in an advertising section distinguished by a specially designed cover page and editorial content
- is written by a professional journalist who will tell your story with interest and authority (you approve copy before publication)
- is an image-builder for your company and adds credibility to your message

- spotlights the experiences of your satisfied customers in credible editorial form
- lets you explain, in detail, the benefits and advantages of your products and services.

For extra focus, advertorials are available in themed sections including:

- Pre-Market Products Preview
- Sales Training & Management
- Inventory Control, Warehousing & Delivery
- Add-on Sales & Sales Aids (incl. Furniture Care/Protection)
- Advertising & Marketing
- Technology & Finance
- NHFA Service Providers



Advertorials combine your story and our expertise in one credible, prestigious package. They make great reprints for your mailings, too!

Flexible Display Ads

The most flexible option, display ads in *Home Furnishings Retailer* are available in a variety of convenient sizes to match any budget.

Advertise in Market issues, in issues highlighting a product category or subject, in consecutive issues or all of the above to win top-of-mind status with retailers.

Only ads in NHFA's *Home Furnishings Retailer* both sell your product and establish your commitment to retailers by supporting their own magazine.

Display ads let you "show and sell" in your own distinctive way, enhanced by our retailer-trusted editorial environment.



Budget-Savvy Smart Merchandising & Smart Solutions



Notice retailers with a preview of products you'll be showing at Market with "Smart Merchandising" ads. All you need is a product photo and a 50-word description — our production staff does the rest! Ads are available in every Market issue of NHFA's *Home Furnishings Retailer*, and you earn special discounts in multiple ads in one issue as well as on ads in multiple Market issues throughout the year. We also include your company's street address, phone and fax numbers, web and e-mail addresses and your Market location.

If you sell services (sales training, consulting, etc.), advertise in "Smart

Smart Merchandising and Smart Solutions: a great way to start an ad program with the industry's only retailer-owned magazine!

Solutions." Your photo and a 50-word description gets your foot in the door with retailers. Ads are available in all 11 issues of NHFA's *Home Furnishings Retailer* and great discounts are available for multiple ads and insertions.

At a minimal cost per insertion, "Smart Merchandising" for products and "Smart Solutions" for services give you

maximum exposure. And at these low rates, you can build the frequency you deserve to attract new prospects and reinforce customer loyalty.

What could be easier? All you need is a photo and a 50-word description. *Home Furnishings Retailer's* advertising and production staff does the rest.

Ads in Special Subject Issues NHFA's *Home Furnishings Retailer* offers extra opportunities to connect with your customers, including:

"Green Giants" — If you're "green," advertise in the May issue that celebrates environmentally responsible manufacturers and vendors.

"NHFA's Retailers of the Year" — If these successful stores are your customers, run a "congratulations" ad in the April issue that honors them.

"Meet NHFA's New President" — All eyes are on the November-December issue as we introduce NHFA's incoming retail leader, so be sure to run a "welcome" ad where everyone will see it!

e-zine Visibility and Bonus Distribution

You know that multiple impressions are key to successful campaigns, so we offer affordable, powerful ways to keep your name in front of retailers.

e-zine visibility

Reach prospects online with *Home Furnishings Retailer* e-zine. In addition to appearing in print, every issue of our retailer-owned magazine is emailed to NHFA's valuable email list. The magazine also appears online at www.nhfa.org. What's more as a valued print advertiser, you:

- receive a link right from the electronic publication to your store's own website.
- enjoy money-saving rates on banner ads.

Reach prospects at markets with bonus distribution

When you advertise in market issues of *Home Furnishings Retailer* you're guaranteed bonus exposure to thousands of the most success-minded dealers — right when they're shopping for what's new.

Home Furnishings Retailer is on site at High Point Markets, Las Vegas Markets, the Casual Market in Chicago, the NHFA Convention and other selected industry events.

However they read us, they'll see you!

When you place an ad in NHFA's *Home Furnishings Retailer*, our special services give you added value and extra impressions for every dollar you spend.



Special Discounts

Use reprints for customer mailings and sales rep training programs. Reprints of your ad, advertorial or *Home Furnishings Retailer* articles spotlighting your company are available to send to your customers, sales representatives and other key people. Our attractive reprints make a great impression!

Special discounts for NHFA Supplier Members and NHFA Sponsors

As an NHFA Supplier Member, you are entitled to discounts on all products and services purchased through NHFA, and that includes

Special Discounts for NHFA Supplier Members and NHFA Sponsors

your ads in our popular *Home Furnishings Retailer* magazine and our annual *Advertising and Planning Calendar*.

If you are an NHFA Sponsor, your company is acknowledged in each issue of *Home Furnishings Retailer* and you receive significant discounts on your advertising in *Home Furnishings Retailer* and the *Advertising and Planning Calendar*.



Sister publication Advertising & Planning Calendar

Reach NHFA's readers, each day, all year!

Put your message where retailers can see it every day! Give your ad message extra visibility every day of the week in NHFA's *Advertising & Planning Calendar*. Advertising in this annual publication gives you 52 weeks of visibility to the decision-makers in the top home furnishings stores.

An essential tool to map ad plans and track marketing results daily, it features more than 50 pages of convenient, large-sized calendar pages plus advertising tips, marketing strategies and promotion ideas.

Calendars are sent to stores in the fall so buyers can use them to plan their fall and winter buying trips.

Place ads in both *Home Furnishings Retailer* and the *Advertising & Planning Calendar* for special cross-marketing discounts.

See rates and specifications on separate pages in this media kit and call our ad executives at 800/888-9590, ext. 6177 today.

We make it easy and economical to reach the retailers you want most!

2010 Editorial Calendar



Home Furnishings Retailer



Home Furnishings Retailer

Home Furnishings Retailer : Display Ads Mechanical Requirements

- Printed web offset, SWOP standards, perfect binding.
- Standard page trim size is 8" x 10 7/8". All live copy (text) and vital images must be within 7" x 10". Please see *Home Furnishings Retailer* Rate Card for individual ad dimensions.
- No live matter is to be within 1/4-inch of the trim edges of the page dimensions or 1/2-inch from the gutter edge.
- Materials must be provided in a digital format. Accepted files include high-resolution, print-optimized PDF; high-res Macintosh TIFF, EPS, JPEG; or collected CS4 or QuarkXpress 8 files (including all art and fonts).
*If submitting PDFs, please call Ellen Marie Pike at 800.888.9590, ext.6164, for specifications.
- Composite color proofs MUST accompany all materials. Furnished media and proofs must be manufactured in accordance with SWOP standards for color-critical submissions. Laser proofs will be considered only a guide for correct color.

Production Costs

Production costs incurred because materials provided do not conform to the above specifications will be billed to advertiser at cost plus 15 percent. Production costs are non-commissionable.

Material Reproduction

Every attempt will be made to reproduce ads per materials sent. Publisher is not responsible for reproduction quality of ads not meeting printing specifications, ads received after deadline, or ads not accompanied by a SWOP-certified color proof.

Additional advertising opportunities

Advertorials

Professionally written and edited advertorials are available in full page, 2/3 page and 1/2 page sizes. Rates include writing and editing and are in addition to page rates.

- Full-page advertorial (with purchase of a full-page ad) \$1,565
- 1/2-page advertorial (with purchase of a 1/2-page ad) \$780
- 2/3-page advertorial (with purchase of a 1/3-page ad) \$1,016

Smart Merchandising and Smart Solutions

The price includes a four-color photograph and a 50-word description; approximately 1/3 of a page. \$400

Banner Ads on e-zine

Reach retailers with a banner ad on portal page of e-magazine. All advertising materials must be sized at 258 pixels x 112 pixels and provided as .gif, .jpeg, .swf or .pdf files. You may send animated files for no extra charge; please advise of any animation upon submission of advertising materials. \$400

Month	Cover Story	Feature articles				Advertorial
January <i>Las Vegas Market Distribution</i>	A fresh start: Team building and motivation	Team building and motivation	Retailer Roundup: (Realistic) New Year's resolutions	Color trends		Pre-Market product preview
February	Captivating customers	Improving customer service in all departments	Out-servicing the competition	Casual and outdoor furniture (planning for Spring sales)		Sales training and management
March	Sales success	Sales training and compensation	Overcoming price objections, winning comparison shoppers	Selling with CAD	Bedroom and bedding	Inventory control, warehousing and delivery (part 1 of 2)
April <i>High Point Market Distribution</i>	Retailing excellence	Retailers of the Year (2 profiles)	Selling "value", overcoming price objections	Youth furniture (planning for back-to-school sales)		Pre-Market product preview
May	Eco-friendly business	Best practices in retail eco-operations	Selling "green"	Green furniture (all product categories)		Technology and finance (part 1 of 2)
June	Merchandising, display and store design	Quick fixes to update displays	Shoppertaining / lifestyle merchandising	Store design/layout, changes on a budget	Entertainment and storage furniture (planning for fall pre-holiday sales)	Advertising and marketing
July <i>Las Vegas Market Distribution</i>	Managing for results	Vision, mission and all that jazz: Why bother?	Saving money: Where to cut, where to invest for impact?	When employees have problems	Dining groups (for pre-holiday sales events)	Pre-Market product preview
August	Inventory control, warehousing and delivery	Improving efficiency with better warehousing and delivery processes	Turn "lost" product into "found" cash with inventory control	Upholstery, including leather (for fall pre-holiday sales events)		Inventory control, warehousing and delivery (part 2 of 2)
September <i>Chicago Market Distribution</i>	Understanding customers	Consumer research (DIY and the latest professional information on demographics)	Relationship marketing: Women, Hispanic customers, etc.	Holiday gift ideas: Motion furniture, lamps and accessories		Add-on sales and sales aids (including furniture care/protection)
October <i>High Point Market Distribution</i>	Getting the word out	Advertising and marketing:	Revitalizing "traditional" ad media / mastering "new" ad media	Occasional / small-space/ dual-purpose furniture		Pre-Market product preview
November / December	Strategic planning	Meet NHFA's new president	Analyzing your store image, product mix, location and more	Rugs, home office furniture		Technology and finance (part 2 of 2), NHFA Service Providers

• The following will appear in every issue: Ad Index, Hot Product Picks, Industry Scoop, Motivating Quotes, NHFA Products & Services, Best Ideas (quick tips from retailers and industry experts). This is a sample representation of what will be published in 2010 — it is not meant to imply these are the only articles that will be published.

• *Home Furnishings Retailer* reserves the right to alter editorial content without notice, and welcomes suggestions.

• For editorial questions, contact Mary Wynn Ryan, editor, at wynnryan@rcn.com or (800) 888-9590, ext. 6156. For advertising inquiries, contact Larry Carroll at lcarroll@nhfa.org or (800) 888-9590, ext. 6177.

Closing Dates

	(Reservations due)	(Materials due)	(Estimated mail date)
January	12/4/2009	12/11/2009	1/6/2010
February	12/29/2009	1/4/2010	2/2
March	2/4	2/10	3/3
April	3/5	3/12	3/31
May	4/2	4/9	5/3
June	5/4	5/11	6/3
July	6/2	6/9	7/1
August	7/6	7/13	8/3
September	8/4	8/11	8/30
October	9/3	9/10	10/1
November/December	10/1	10/8	11/2

Sister Publication: Advertising & Planning Calendar

Ad Size & Color	Net Rate
Full page, four color	\$3,415
1/2 page, four color (island & horizontal)	2,570
Inside front cover, four color	4,025
Inside back cover, four color	3,705
Back cover, four color	4,980
Center spread, four color	7,750

Mechanical Specifications

Trim size is 11" x 14"; live area is 9" x 12". Materials with text/images outside 9" x 12" will be charged 10 percent bleed charge; no bleed charge for premium positions.

Ad Dimensions

Full page	9" x 12"
Full page, bleed	11 1/2" x 14 1/2"
1/2 page, island	6" x 9"
1/2 page, horizontal	9" x 6"
Center spread, gutter bleed	20" x 12"
Center spread, full bleed	22 1/2" x 14 1/2"

- Printed by sheet-fed press.
- No live matter is to be within 1/4-inch of the trim edges of the page dimensions or 1/2-inch from the gutter edge.
- Materials must be provided in a digital format. Accepted files include high-resolution, print-optimized PDF; high-res Macintosh TIFF, EPS, JPEG; or collected CS4 or QuarkXpress 8 files (including all art and fonts).
*If submitting PDFs, please call Ellen Marie Pike at 800.888.9590, ext.6164, for specifications.
- Composite color proofs MUST accompany all materials. Furnished media and proofs must be manufactured in accordance with SWOP standards for color-critical submissions. Laser proofs will be considered only a guide for correct color.

Advertising & Planning Calendar closing dates

Reservations:	July 6, 2010
Materials due:	July 9, 2010

Advertisers receive five copies free of charge. Additional copies must be ordered by the reservation deadline. Additional copies are available at a nominal charge.



2010 Advertising rates & specifications



Home Furnishings Retailer

2-page Spread		<p>Dimensions:</p> <ul style="list-style-type: none"> • Spread (no bleed): 14" x 10" • Spread (with bleed): 16 1/2" x 11 1/8" <p>(Live area on bleed ads must remain within 14" x 10" area. Please keep vital art and information at least 1/2" from gutter.)</p>	<p>Rates:</p> <table border="1"> <thead> <tr> <th></th> <th>1X</th> <th>4X</th> <th>6X</th> <th>8X</th> <th>12X</th> </tr> </thead> <tbody> <tr> <td>Four-color:</td> <td>\$8,510</td> <td>\$8,085</td> <td>\$7,260</td> <td>\$6,010</td> <td>\$5,540</td> </tr> <tr> <td>Premium (4-c Center Spread):</td> <td>8,935</td> <td>8,565</td> <td>7,780</td> <td>6,615</td> <td>5,890</td> </tr> </tbody> </table>		1X	4X	6X	8X	12X	Four-color:	\$8,510	\$8,085	\$7,260	\$6,010	\$5,540	Premium (4-c Center Spread):	8,935	8,565	7,780	6,615	5,890												
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Full Page Ads		<p>Dimensions:</p> <ul style="list-style-type: none"> • Full page (no bleed): 7" x 10" • Full page (with bleed): 8 1/4" x 11 1/8" <p>(Live area on bleed ads must remain within 7" x 10" area)</p>	<p>Rates:</p> <table border="1"> <thead> <tr> <th></th> <th>1X</th> <th>4X</th> <th>6X</th> <th>8X</th> <th>12X</th> </tr> </thead> <tbody> <tr> <td>Four-color:</td> <td>\$5,695</td> <td>\$5,415</td> <td>\$4,805</td> <td>\$4,015</td> <td>\$3,690</td> </tr> <tr> <td>Inside Front Cover (4c):</td> <td>7,105</td> <td>6,750</td> <td>6,035</td> <td>5,030</td> <td>4,640</td> </tr> <tr> <td>Inside Back Cover (4c):</td> <td>6,485</td> <td>6,155</td> <td>5,505</td> <td>4,565</td> <td>4,235</td> </tr> <tr> <td>Back Cover (4c):</td> <td>7,725</td> <td>7,340</td> <td>6,575</td> <td>5,430</td> <td>5,030</td> </tr> </tbody> </table>		1X	4X	6X	8X	12X	Four-color:	\$5,695	\$5,415	\$4,805	\$4,015	\$3,690	Inside Front Cover (4c):	7,105	6,750	6,035	5,030	4,640	Inside Back Cover (4c):	6,485	6,155	5,505	4,565	4,235	Back Cover (4c):	7,725	7,340	6,575	5,430	5,030
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2/3 Page Ads		<p>Dimensions:</p> <ul style="list-style-type: none"> • 2/3 page: 4 9/16" x 10" <p>(For bleed, add 1/8" to each bleed side. Live area must remain within 4 9/16" x 10" area.)</p>	<p>Rates:</p> <table border="1"> <thead> <tr> <th></th> <th>1X</th> <th>4X</th> <th>6X</th> <th>8X</th> <th>12X</th> </tr> </thead> <tbody> <tr> <td>Four-color:</td> <td>\$4,500</td> <td>\$4,295</td> <td>\$3,790</td> <td>\$3,170</td> <td>\$2,950</td> </tr> </tbody> </table>		1X	4X	6X	8X	12X	Four-color:	\$4,500	\$4,295	\$3,790	\$3,170	\$2,950																		
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1/2 Page Ads		<p>Dimensions:</p> <ul style="list-style-type: none"> • 1/2 page island: 4 9/16" x 7 3/8" • 1/2 page horizontal: 7" x 4 7/8" 	<p>Rates:</p> <table border="1"> <thead> <tr> <th></th> <th>1X</th> <th>4X</th> <th>6X</th> <th>8X</th> <th>12X</th> </tr> </thead> <tbody> <tr> <td>1/2 pg island Four-color:</td> <td>\$3,890</td> <td>\$3,725</td> <td>\$3,275</td> <td>\$2,750</td> <td>\$2,555</td> </tr> <tr> <td>1/2 pg horizontal Four-color:</td> <td>\$3,610</td> <td>\$3,460</td> <td>\$3,060</td> <td>\$2,555</td> <td>\$2,370</td> </tr> </tbody> </table>		1X	4X	6X	8X	12X	1/2 pg island Four-color:	\$3,890	\$3,725	\$3,275	\$2,750	\$2,555	1/2 pg horizontal Four-color:	\$3,610	\$3,460	\$3,060	\$2,555	\$2,370												
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1/3 Page Ads		<p>Dimensions:</p> <ul style="list-style-type: none"> • 1/3 page square: 4 9/16" x 4 7/8" • 1/3 page vertical: 2 3/16" x 10" 	<p>Rates:</p> <table border="1"> <thead> <tr> <th></th> <th>1X</th> <th>4X</th> <th>6X</th> <th>8X</th> <th>12X</th> </tr> </thead> <tbody> <tr> <td>Four-color:</td> <td>\$3,340</td> <td>\$3,180</td> <td>\$2,820</td> <td>\$2,350</td> <td>\$2,190</td> </tr> </tbody> </table>		1X	4X	6X	8X	12X	Four-color:	\$3,340	\$3,180	\$2,820	\$2,350	\$2,190																		
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Add it up:

- Award-winning editorial and graphic design
- Extra distribution and services for maximum attention
- Flexible ad formats for any budget
- Highly targeted, top-quality circulation to avoid waste and reach key retailers
- *And* the only national publication in the industry actually owned by the retailers it serves!

For more information on advertising in *Home Furnishings Retailer*, call 800/888-9590:

- Larry Carroll, ext. 6177
lcarroll@nhfa.org
- Mike Pierce, ext. 6130
mpierce@nhfa.org



Home Furnishings
 **Retailer**

Official Magazine of
 National Home
 Furnishings Association



National Home Furnishings Association
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