

INSPIRING CONTRACTORS TO BUILD A PROFESSIONAL HARDSCAPING BUSINESS

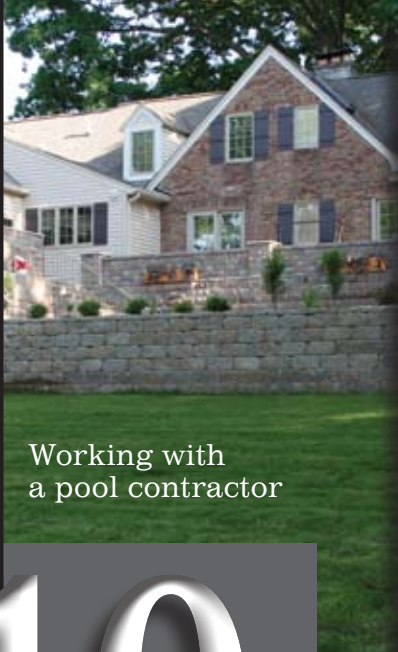
HARDSCAPE

M A G A Z I N E

Media Guide



Working around kids



Working with a pool contractor



2010



HardScape Magazine – A Steady Voice in a Turbulent World

When times are tough, wise contractors look to the sound Vander Kooi business principles upon which *HardScape Magazine* is grounded. We feature business-smart contractors based on the advice of our consultants who have reviewed their financials. Vander Kooi columnists offer real world insights consistent with our principles.

There's no get-rich-quick infomercial here. In each magazine we discuss the practical issues hardscape contractors

are facing. In a recession, well-managed companies downsized because there's less work. They know where their costs are in their overall company and in each job they do. This knowledge gives them the strength to make difficult cuts where they have to, and to price jobs as tight as they need to – without going into the red.

Those who follow good business principles have survived to fight another day. And now, we can see the light at the end of the economic tunnel. As the

construction industry begins to pick back up, Vander Kooi contractors will be positioned to thrive.

Serious business management articles from Vander Kooi & Associates – found only in *HardScape Magazine* – provide a very real and practical foundation for running a hardscape company. *HardScape Magazine* reaches the successful, long-term buyers you want to reach. If your product is used in building an outdoor room, it belongs in *HardScape Magazine*.

About *HardScape Magazine*

HardScape is devoted to helping contractors who create outdoor living spaces with outdoor kitchens, walls, pavers, stone, lighting, water features, fire features and related products. At the same time, we have a solid readership base of suppliers who want to stay dialed in to the needs of their contractor customers. We provide

the complete mix of information hardscape contractors need:

- "How-to" installation articles that enable contractors to expand the complexity, volume and variety of work they are able to do.
- Business management articles that allow contractors to grow the sales and profitability of their work.

Our Mission is to provide the technical and business knowledge contractors need to expand or startup a hardscape business. Our goal is to increase the use of hardscape materials throughout North America.



Our Circulation

HardScape Magazine's circulation now totals 30,000 contractors and suppliers. Aside from those who personally request multiple subscriptions, we mail only 1 copy of *HardScape Magazine* per company. (Minimal duplication within a company may occur due to data error.)

Much of the *HardScape Magazine* mailing list is comprised of contractors who have either paid to hear our publisher Charles Vander Kooi speak, or to buy his books, so they have been extremely receptive to receiving a publication from him for free. As such, our readership's response to our advertisers has been very strong. *HardScape* is also mailed to certified hardscape contractors, contractors who make a personal effort to sign up for our publication, as well as new groups of contractors.

2010 Issue Plan

Issue	Closing Date	Materials Due
January/February	December 11, 2009	December 18, 2009
March/April	February 12, 2010	February 19, 2010
May/June	April 16, 2010	April 23, 2010
July/August	June 11, 2010	June 18, 2010
September/October	August 13, 2010	August 20, 2010
November/December	October 8, 2010	October 15, 2010

Contact
Tom Hatlen, Associate Publisher
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www.HardScapeMagazine.com

2010 Product Feature Plan

- January/February — Pavers, Water Features
- March/April — Walls, Stone, Saws & Blades
- May/June — Edging, Sealants & Sand Stabilizers
- July/August — Issue Advertiser's Special
- September/October — Hardscape North America Showcase issue**
- November/December — Lighting, Equipment & Tools, Compactors



**The HardScape Magazine September/October issue features a Hardscape North America preview, bonus show distribution, and the *HardScape Product Showcase* – all in one issue!



About Charles Vander Kooi

HardScape Magazine's Publisher, Charles Vander Kooi, found a special niche in the hardscape market several years ago. As the industry took shape in North America, Charles found himself presenting 12-15 seminars annually on behalf of various hardscape

suppliers. He wrote *The Complete Business Manual for Concrete Paver Contractors* adopted by ICPI as a text book. And, seeing that the hardscape market was underserved by the media, he launched *HardScape Magazine* in 2003. *HardScape* provides the complete mix of construc-

tion and management information a hardscape contractor needs.

With nearly 40 years in the construction industry, Charles has written several other books, has personally bid over \$1 billion in work, and has lectured to over 200,000 people.

Publisher's Protective Clause

Publisher reserves the right to mark "advertisement" on copy that readers might confuse with editorial content and to refuse offensive copy or advertisements that take unfair competitive advantage.

Publisher assumes no liability for errors in key numbers, listing in the Advertisers Index or reader service numbers.

Advertisers and their respective agencies are held liable for all contents of advertisements printed, and for any claims arising therefrom made against the publisher.

Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any government or governing entity, fire, flood, riot, explosion, embargo, strikes, labor or materials shortage, transportation interruptions, work slowdown, or any condition beyond the control of the publisher that affects production or delivery in any manner. Published mailing dates are approximate and are subject to change at the publisher's discretion.

Orders specifying positions are accepted subject to the right of the publisher to determine actual positions. An order may be canceled by the publisher if the advertiser or agent fails to pay overdue accounts.

Materials will be stored for one year, then destroyed if no instructions are received to the contrary.

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Advertising

Our presence in the market has influenced a number of landscape publications to add hardscape content to their broad editorial mix in recent years. But there's only one *HardScape Magazine*, 100% hardscape, and readers know it. Contractors and suppliers interested in hardscaping want to read a magazine geared towards what they do. Our on-target content holds their attention to provide a return for our advertisers.

Let us to help you reach hardscape contractors and suppliers by including us in your marketing plans.

Display Ads

Display ads are run-of-publication and are available in a wide range of ad sizes from 1/6 page to a 2-page spread.

Market Place Ads

The Market Place section is an affordable way to advertise. Space in this all-ad section is available in 3 sizes: 1/10, 1/5 and 3/10 of a page. All ads are 4-color.

Regional Market Place Ads

The Regional Market Place allows regional advertisers to reach prospects located in their specific market at a reduced rate. All ads are 4-color.

Classified Ads

Space for classified ads is available in increments down to 1/2-column-inch. Color is optional.

Advertising Rates

For information on rates, contact Tom Hatlen, Associate Publisher, 800.785.9782, tomhatlen@charter.net

Host Vander Kooi & Associates Seminars

Since 1980, Vander Kooi & Assoc. has been helping business owners add more to the bottom line of their companies' financial performance. We accomplish this largely through seminars and workshops. ICPI, Belgard, Nite-Time Décor, Allan Block, Kichler Lighting, Pavestone, Anchor and many smaller hardscape companies have brought in Vander Kooi speakers for seminars.

Led by Charles Vander Kooi, one of the hardscape industry's most highly demanded speakers, each member of our team of associates has personal experience as a contractor, and in various consulting and speaking specialties. We serve clients across the US & Canada, and would be proud to help your contractors improve in the areas of budgeting, estimating, high-performance manage-

ment, marketing, sales, productivity and field training.

Give us a call to discuss your seminar needs so we can help you choose the perfect speaker(s). Select Vander Kooi & Assoc. with confidence that your next program will be a success.



Vander Kooi & Assoc., Inc.

303.697.6467

www.vanderkooi.com

Method of Printing: Heat-set web offset

Binding Method: Saddle-stitched

Color: Matched, 4-color process; CMYK

Submission Requirements

Preference for ad files is (300 dpi)(CMYK) high-resolution PDF. Acceptable programs are InDesign, Quark, Photoshop, Illustrator or Acrobat. All files should be saved as a composite picture with all fonts and image links embedded in the form of a TIFF, EPS or press-optimized PDF (300 dpi) (CMYK). If sending an Illustrator file, please convert all type paths to outlines. Do not submit Photoshop-created "multi-layer" files. Compressed files should be a self-extracting file (SEA). Photos must be 300 dpi. Line art must be 1000 to 2400 dpi. Negatives will not be accepted.

All color files must be submitted in CMYK format, not RGB. Also, please submit a 100% color proof, such as an Imation Digital Match Print or a previously printed tear sheet. We cannot be held liable for color accuracy if proof is not provided. If the ad is black and white, please send a 100% laser printout as your proof.

Submit files via CD, DVD or e-mail (if under 10MB) to Tom Hatlen, tomhatlen@charter.net, 800.785.9782. Please provide the name and phone of the person who created or sent files.



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