

HARDSCAPE MAGAZINE

2009
HARDSCAPE
MAGAZINE
MEDIA
BROCHURE



"THE Hardscape Show
for Contractors
February 27 - March

2009



Focused on Hardscape

HardScape Magazine has continued to thrive even through the challenging economic times of the last 2 years. 2008 is on track to be another record year, and we are excited as we approach our 6th year of publication. Our success puts us in a good position to continue adding compelling new content while building and refining our circulation.

Not familiar with *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 readers know they can trust *HardScape Magazine* for sound advice. Everyone on our editorial/management team has a background in construction/landscaping. Our business management content follows the sound business principles of Vander Kooi & Associates, not the fad of the day.

If your product is used in building an outdoor room, it belongs in *HardScape Magazine*. We provide the total package to reach hardscape contractors and suppliers.



About Charles Vander Kooi

With over 40 years in the construction industry, Charles Vander Kooi has personally bid over \$1 billion in work, and has lectured to over 200,000 people including 12-15 seminars annually on behalf of several different hardscape marketers. Charles has written 8 books including *The Complete Business Manual for Concrete Paver Contractors*, adopted by ICPI as a text book for paver contractors.

Our mission

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.

2009 Issue Plan

Issue	Closing Date	Materials Due
January/February	December 12, 2008	December 19, 2008
March/April	February 13, 2009	February 20, 2009
May/June	April 17, 2009	April 24, 2009
July/August	June 12, 2009	June 19, 2009
September/October	August 14, 2009	August 21, 2009
November/December	October 9, 2009	October 16, 2009

2009 Product Feature Plan

January/February — Pavers, Water Features

March/April — Walls, Stone, Saws & Blades

May/June — Edging, Sealants & Sand Stabilizers

July/August — Issue Advertisers' Special

September/October — Lighting, Equipment & Tools, Compactors

November/December — Hardscape North America Showcase issue*

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



Our Circulation

HardScape Magazine's circulation now totals 32,000 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.

Sponsor Vander Kooi & Associates Seminars

Oldcastle, NiteTime Décor, Allan Block, Kichler Lighting, Pavestone, and many smaller hardscape companies have hosted Vander Kooi seminars for their contractor customers. Smart suppliers know that helping contractors learn to be profitable business managers builds loyalty. At the same time, it enables contractors to grow business, buy more of their products, and become less of a credit risk. To hear more about our seminar options, call 303.697.6467.

Advertising

Our presence in the market has influenced a number of broad-based landscape publications to add hardscape content to their 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



Printing Specifications

Ad Dimensions

1 Page Standard

7" x 10"

(8 1/8" x 10 7/8" trim)

(8 3/8" x 11 1/8" bleed)

1/2 Page Horizontal

7" x 4 3/4"

1/2 Page Island

4 5/8" x 7 1/4"

1/2 Page Vertical

3 3/8" x 10"

1/3 Page Square

4 5/8" x 4 3/4"

1/3 Page Horizontal

7" x 3 1/4"

1/3 Page Vertical

2 1/4" x 10"

1/4 Page Vertical

3 3/8" x 4 3/4"

1/6 Page Vertical

2 3/8" x 4 5/8"



Magazine Specifications

Method of Printing: Heat-set web offset

Binding Method: Saddle-stitched

Trim size: 8 1/8" x 10 7/8"

Bleed size: Add 1/8" to top, bottom and sides

Essential copy must be kept 1/2" from outside edges of all bleed ads

Color: Matched, 4-color process; CMYK

Color and Resolution

If the ad is black and white, please send a 100% laser printout. If the ad is color (CMYK, 2C or 3C), 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 contract color proof is not provided.

- All color files must be submitted in CMYK format, not RGB.
- All photos within document must be scanned or saved at 300 dpi.
- All line art should have a resolution of 1000 to 2400 dpi.
- Ad must be submitted at proper trim and/or bleed dimensions.
- Please add 1/8" to top, bottom and sides for a bleed ad.
- Please provide the name of the person who created or sent files, along with a phone number where they can be reached.

Submission Requirements

Preferred file format: high-res PDF

Negatives will not be accepted.

Media types: ZIP, CD or DVD. If sending a large file by e-mail, please e-mail Tom Hatlen at tomhatlen@charter.net for instructions.

Acceptable programs are Quark, Photoshop, Illustrator or Acrobat. All files should be saved as composite picture with all fonts and image links embedded in the form of a TIFF, EPS or press-optimized PDF. Preference for ad files is high-resolution PDF or TIFF.

If sending an Illustrator file, please convert all type paths to outlines.

Do not submit any "multi-layer" files that were created in Photoshop unless requested.

Compressed files should be a self-extracting file (SEA).

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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