

# RATE CARD/ EDITORIAL CALENDAR



## Home Furnishings **Retailer**

Official Magazine of  
National Home  
Furnishings Association

# 2010 Editorial Calendar



# Home Furnishings Retailer

Month	Cover Story	Feature articles				Advertorial
<b>January</b> <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
<b>February</b>	Captivating customers	Improving customer service in all departments	Out-servicing the competition	Casual and outdoor furniture (planning for Spring sales)		Sales training and management
<b>March</b>	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)
<b>April</b> <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
<b>May</b>	Eco-friendly business	Best practices in retail eco-operations	Selling "green"	Green furniture (all product categories)		Technology and finance (part 1 of 2)
<b>June</b>	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
<b>July</b> <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
<b>August</b>	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)
<b>September</b> <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)
<b>October</b> <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
<b>November / December</b>	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](mailto:wynnryan@rcn.com) or (800) 888-9590, ext. 6156. For advertising inquiries, contact Larry Carroll at [lcarroll@nhfa.org](mailto: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

# 2010 Advertising rates & specifications



# Home Furnishings Retailer

2-page Spread		<p><b>Dimensions:</b></p> <ul style="list-style-type: none"> <li>• Spread (no bleed): 14" x 10"</li> <li>• Spread (with bleed): 16 1/2" x 11 1/8"</li> </ul> <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><b>Rates:</b></p> <table border="0"> <tr> <td></td> <td>1x</td> <td>4x</td> <td>6x</td> <td>8x</td> <td>12x</td> </tr> <tr> <td><b>Four-color:</b></td> <td>\$8,510</td> <td>\$8,085</td> <td>\$7,260</td> <td>\$6,010</td> <td>\$5,540</td> </tr> <tr> <td><b>Premium (4-c Center Spread):</b></td> <td>8,935</td> <td>8,565</td> <td>7,780</td> <td>6,615</td> <td>5,890</td> </tr> </table>		1x	4x	6x	8x	12x	<b>Four-color:</b>	\$8,510	\$8,085	\$7,260	\$6,010	\$5,540	<b>Premium (4-c Center Spread):</b>	8,935	8,565	7,780	6,615	5,890												
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Full Page Ads		<p><b>Dimensions:</b></p> <ul style="list-style-type: none"> <li>• Full page (no bleed): 7" x 10"</li> <li>• Full page (with bleed): 8 1/4" x 11 1/8"</li> </ul> <p>(Live area on bleed ads must remain within 7" x 10" area)</p>	<p><b>Rates:</b></p> <table border="0"> <tr> <td></td> <td>1x</td> <td>4x</td> <td>6x</td> <td>8x</td> <td>12x</td> </tr> <tr> <td><b>Four-color:</b></td> <td>\$5,695</td> <td>\$5,415</td> <td>\$4,805</td> <td>\$4,015</td> <td>\$3,690</td> </tr> <tr> <td><b>Inside Front Cover (4c):</b></td> <td>7,105</td> <td>6,750</td> <td>6,035</td> <td>5,030</td> <td>4,640</td> </tr> <tr> <td><b>Inside Back Cover (4c):</b></td> <td>6,485</td> <td>6,155</td> <td>5,505</td> <td>4,565</td> <td>4,235</td> </tr> <tr> <td><b>Back Cover (4c):</b></td> <td>7,725</td> <td>7,340</td> <td>6,575</td> <td>5,430</td> <td>5,030</td> </tr> </table>		1x	4x	6x	8x	12x	<b>Four-color:</b>	\$5,695	\$5,415	\$4,805	\$4,015	\$3,690	<b>Inside Front Cover (4c):</b>	7,105	6,750	6,035	5,030	4,640	<b>Inside Back Cover (4c):</b>	6,485	6,155	5,505	4,565	4,235	<b>Back Cover (4c):</b>	7,725	7,340	6,575	5,430	5,030
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2/3 Page Ads		<p><b>Dimensions:</b></p> <ul style="list-style-type: none"> <li>• 2/3 page: 4 9/16" x 10"</li> </ul> <p>(For bleed, add 1/8" to each bleed side. Live area must remain within 4 9/16" x 10" area.)</p>	<p><b>Rates:</b></p> <table border="0"> <tr> <td></td> <td>1x</td> <td>4x</td> <td>6x</td> <td>8x</td> <td>12x</td> </tr> <tr> <td><b>Four-color:</b></td> <td>\$4,500</td> <td>\$4,295</td> <td>\$3,790</td> <td>\$3,170</td> <td>\$2,950</td> </tr> </table>		1x	4x	6x	8x	12x	<b>Four-color:</b>	\$4,500	\$4,295	\$3,790	\$3,170	\$2,950																		
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# 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

## 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).
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- 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.





National Home Furnishings Association  
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