



NRHA

North American Retail
Hardware Association

eMedia Kit

THE RIGHT MARKET • THE RIGHT PARTNER • THE RIGHT MEDIUM



NRHA

North American Retail
Hardware Association

eBuying Guide

THE RIGHT MARKET • THE RIGHT PARTNER • THE RIGHT MEDIUM



Bringing You Face to Face with Industry Leaders

Your message in NRHA eMedia options will give your products nationwide market exposure.

Take Control Now! Call Us Today!

The Right Market for Your Message

NRHA and *Hardware Retailing* magazine are the MOST TRUSTED sources of information by the nation's independent home improvement retailers!

Reinforce your brand message and enhance your print campaign with NRHA's digital offerings!

In 2011, home improvement retailers sold more than \$295 billion in products. By 2014, that figure will grow to more than \$317 billion. **Let us help you take advantage of this opportunity!**

By all analysts' accounts, the nation's home improvement industry is poised for dramatic growth over the coming months. Make sure the industry's retailers know about your products so they can make them part of their growth plans.

A Growing Opportunity

Total Retail Sales by Home Improvement Retailers

(In Billions)

2010	\$279.7
2011	\$294.7
2012	\$301.5
2013	\$311.2
2014	\$316.5

Source: NRHA

A Fragmented Market

There are more than 39,000 different retailers whose primary business is selling home improvement products. Nearly 90 percent of these stores are independently owned and operated.

Did you know that the independent retailers in the home improvement market are responsible for more than 70 percent of all sales within the core hardlines categories?

Since 2005 the share of industry sales controlled by the top 10 home improvement retail chains has declined by 8 percent.



A Diverse Group

Number of Home Improvement Retail Outlets

(By Store Type, 2011)

Hardware Stores	19,905
Home Centers	9,720
Lumberyards	9,800
Total	39,425

Source: NRHA

A Need for New Products

The nation's independent home improvement retailers are hungry for new products to both drive sales and differentiate their stores from the chain competition!

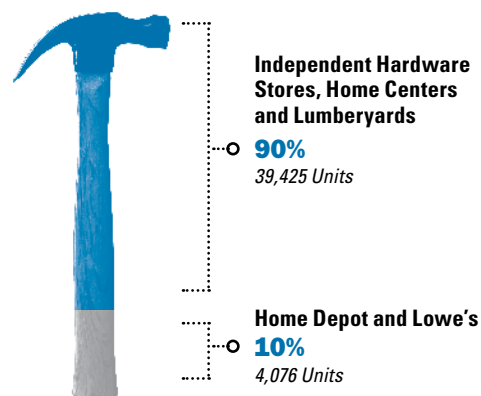
Retailers are Planning for Growth. Are You?	
% of retailers who will be adding inventory by department	
Plumbing	45%
Electrical	40%
Lawn & Garden	51%
Power & Hand Tools	33%
Builders Hardware	30%
Paint & Sundries	49%
Housewares	25%

Source: North American Retail Hardware Association CODB Report

It is vital that you reach out to ALL of the industry's retail buyers to help move your products to market!

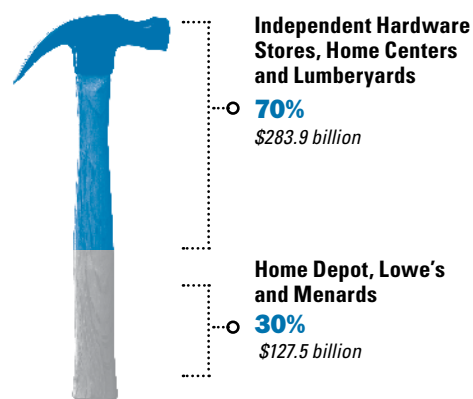
Your ad with NRHA eMedia reaches retailers as they are planning for growth.

2011 Retail Store Count by Market Segment



Source: North American Retail Hardware Association

2011 Sales by Market Segment



Source: North American Retail Hardware Association



The Right Partner for Your Brand

Your support of NRHA translates to support for independent home improvement retailers throughout the country!

The North American Retail Hardware Association (NRHA) has been a trusted source of support and information for home improvement retailers for more than 100 years. **Our sole mission is to help retailers run better and more profitable operations!**

We live and breathe home improvement retailing every hour of every day. Unlike other publishing companies covering this industry, home improvement retailing is all we do. Our entire staff is dedicated to informing, training and serving the industry's retail population.

As a non-profit company, our revenue isn't delivered to private owners or shareholders. Every penny we earn goes back to developing new programs and services that benefit the home improvement retailers.

A Broad Impact

A look into what NRHA contributes to the Industry

- Publishers of *Hardware Retailing* magazine, the industry's only how-to management magazine
- NRHA's Vendor Partner program, bringing manufacturers and independent retailers closer
- NRHA's Annual *Cost of Doing Business Report*
- Annual research projects focused on the home improvement industry
- Webinar programs on a variety of industry topics
- Weekly eNewsletter
- Organizers of the Young Retailer of the Year Program
- Organizers of the industry's annual Top Gun Awards
- Organizers of the industry's annual Retail Innovator of the Year Awards
- Organizers of the annual Packaging and Merchandising Awards
- Produce the industry's most widely used Product Knowledge Training program
- Loss Prevention Training
- Training in Selling Skills
- NRHA TV videos covering industry topics
- The NRHA Rethink Retail Conference
- The NRHA Village at the National Hardware Show®
- NRHA personnel speaking at dozens of industry events each year
- Co-op advertising services for some of the industry's leading wholesalers
- Creators of PlanItDIY.com

And much, much more!



A Different Look

Retailers don't just turn to NRHA and its products for a quick scan of the news, they rely on our materials to help run their businesses.

The NRHA and *Hardware Retailing* team visit more stores, talk to more retailers, do more research and speak at more industry events than anyone else in the industry.

NRHA is governed by a board of directors made up of independent retailers from across the United States and Canada. We rely on their vision and support to guide our programs and services.



Elliott's Hardware

“We have bought products because of your ads in the magazines. *Hardware Retailing* is a showcase for a lot of the new items that haven't hit the other magazines. I don't like to be a follower in this business.”

Gary Rogers
General Manager
Elliott's Hardware
Plano, Texas



Essex Home Hardware

“*Hardware Retailing* is a great resource for us. We really like the store profiles, because we love reading about the best-of-the-best operations. It's helpful to read about other people's new and improved ideas; if it's possible, we'll even go by and visit the store. At the least, we try to call them and get the rundown for possible ideas for our own business.”

Philip Fynbo
Owner
Essex Home Hardware
Essex, Ontario

The information we provide engages retailers in a way that no other publication or electronic property in this industry does!



The Right Medium for Your Message

We don't focus on quantity, we focus on relevance and quality of engagement!

Ally your brand with the industry leader and show your support for independent retailers!

Unlike other publishers, NRHA didn't rush into the world of electronic media to save a few dollars on printing costs. We took our time developing properties that utilized the power of digital media to deliver information in ways that enhance our strong print offerings.

While a magazine advertising campaign is still the best way to deliver your message to an engaged audience, our digital offerings allow you to augment your message by reaching independent retailers in new and powerful ways.

The most effective electronic resources aren't cheap reproductions of print products, they utilize the digital medium to deliver information in ways that printed media can't!

Did You Know?

- Adding an online component to your existing marketing focus can increase overall media buy impact by as much as **33 percent**.*
- An integrated media advertising campaign can increase purchase intent by **56 percent**.*
- Multi-media advertising can increase brand awareness by **60 percent**.*
- Magazines lead newer media channels when it comes to influencing customers to start an online search.**

Research has shown that a successful brand advertising program should be geared to reach approximately **75 percent** of a target audience through traditional media and approximately **25 percent** through online rich media ads. ***

*Dynamic Logic
**BIGresearch
***Interactive Advertising Bureau

A Complete Selection of Products

Whether you are looking for frequency or a consistent brand message, NRHA has the right digital tools for you.

Not only are our digital resources best-in-class, they also deliver engaged users who are the purchasing decision makers in their operations.

www.NRHA.org—The NRHA home page is the entry point for all retailers looking for news, information and training aids for their stores. This site attracts nearly 15,000 visitors per month and is the springboard to NRHA's most popular training materials, research, how-to management content and videos.

Hardware Retailing eNewsletter—This weekly e-newsletter delivers timely, relevant content to a targeted and engaged list of more than 10,000 readers each week. Along with industry news, management advice and general business interest material, each week we also feature new product information and meaningful videos, something no other e-newsletter in the industry does regularly.

NRHA Webinar Series—NRHA hosts informative and timely webinars covering topics from how-to sell more products within a category to the discussion of NRHA's proprietary research projects. Hosted by the industry's top editors these webinars attract an engaged audience that is seeking out information to make their businesses better.

NRHA TV—NRHA's editors visit more shows and more retailers than anyone else in the industry and through NRHA TV we bring these visits directly to you. These videos allow viewers to experience all the industry has to offer without leaving their offices and stores.

www.PlanItDIY.com—This consumer-facing website is unlike anything else in the world. Delivering consumers rich, how-to home improvement project advice, shopping lists, store locators and more all with a robust community interaction element, PlanItDIY.com positions the local, independent retailer as the best resource for project information.



NRHA is the hub where retailers, manufacturers and wholesalers can exchange information, ideas and support.

www.NRHA.org





NRHA eMedia

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Showcase Your Brand as the Industry News Hits

A Quarterly Brand Recognition Program with Options*

Your brand is one-click away with NRHA's eNewsletter Banner Program. Delivered weekly, the NRHA eNewsletter reaches the industry's retailers, wholesalers and distributors with timely and exclusive industry news. With three available positions, we have the right price for your advertising and marketing goals.

- Leaderboard:\$7,200 (net)
- Skyscraper/Medium rectangle:\$6,500 (net)
- Anchor:\$5,800 (net)

*Vendor Partnership must be met to participate in this program.

Reinforce Your Brand Message, Complement Your Print Campaign with NRHA's Digital Offerings!

ACT NOW! CALL US TODAY!



Be a Featured Hit on NRHA.org

An ideal program for your marketing goals

There is no better way to round out your multi-media marketing and promotional plans than advertising on the industry's go-to site, NRHA.org. The NRHA.org Banner program allows you to receive constant quarterly coverage and recognition for your brand.

The perfect complement to print advertising, you can choose from three different positions on the NRHA landing page to maximize your exposure to the industry's independent retailers.*

- Leaderboard:** \$5,000 (net)
- Skyscraper/Medium rectangle:** \$4,500 (net)
- Anchor:** \$4,000 (net)

**Vendor Partnership must be met to participate in this program.*

From news, web exclusives, videos and membership information, NRHA.org is the hub for the industry's retailers seeking information on how to better their business.

ACT NOW! CALL US TODAY!

Fulfill Your Brand's Marketing Goals Today!



3



Three Days of Interactive Coverage, Three Ways to Stand Out!

Video Sponsorship NRHA TV Booth Interview

Take your print advertising to the next level and let NRHA TV put your booth on the map at the National Hardware Show®.

This program offers an exclusive look into your booth and products. Whether you are showing product demos or simply talking about the benefits of your latest line, let NRHA TV help you create an interactive presence at the industry's biggest event... **\$3,900 (net)**.



Additional Coverage:

- Live broadcast in the NRHA Village.
- NRHA social media promotions (YouTube, Twitter, Facebook).
- NRHA eNewsletter video feature.
- NRHA.org video exclusive.
- Promotional mention in *Hardware Retailing* magazine.
- Your own copy of the video to serve your own promotional needs.

Newsletter Coverage NRHA eNewsletter Special Edition

Drive traffic to your booth and website, while creating awareness to the independent retailing community—all in the industry's best-read e-newsletter.

The NRHA National Hardware Show® eNewsletter covers every day of the industry's biggest event and is delivered to our complete network of independent retailers attending the show.

- Leaderboard: **\$1,995 (net)**
- Skyscraper/Medium rectangle: **\$1,495 (net)**
- Anchor: **\$1,295 (net)**



ACT NOW! CALL US TODAY!

Reinforce Your Brand Message, Complement Your Print Campaign with NRHA's Digital Offerings!

Product Features Product Photos and Descriptions

Give your new product line the attention it deserves. At NRHA, we love helping our retailers discover cutting edge new products!

With the NRHA Product Features program, we take your latest products and introduce them to the industry's independent retailers. Similar to our NRHA TV Booth Interview program, the NRHA team will visit your booth, photograph your products and write up descriptions to be promoted throughout the National Hardware Show®...\$500 (net).

Additional Coverage:

- NRHA social media promotions (Twitter, Facebook).
- NRHA eNewsletter product feature.
- NRHA.org product exclusive.
- Promotional mention in *Hardware Retailing* magazine.
- Your own copy of the write-up and photograph to serve your own promotional needs.



ACT NOW! CALL US TODAY!



Become an Industry Celebrity Overnight

An NRHA TV Sponsorship is a must-have
brand recognition program

From store visits to seasonal selling feature videos, the NRHA TV Sponsorship program pairs NRHA proprietary content with the unique opportunity for sponsors to raise the bar on their brand recognition programs.

NRHA TV—eNewsletter Weekly Videos

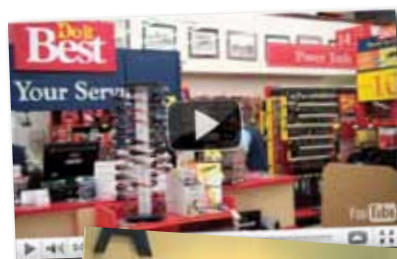
Store visits, exclusive interviews and more, these videos strategically mesh with the *Hardware Retailing* editorial calendar.

With a 10-second lead-in and logo representation for the duration of the video, the NRHA TV Sponsorship program gives sponsors long-term exposure. Posted within the NRHA eNewsletter and on NRHA.org, sponsors will be the featured sponsor of up to four videos per month at **\$2,495 (net)**.

NRHA TV—Seasonal Selling Videos

Coinciding with the *Hardware Retailing* editorial calendar, our Seasonal Selling videos will help retailers prepare their stores to sell big.

From merchandising and advertising tips to current trends and products, each sponsor will be able to offer content as it relates to the season they sponsor. In addition to brand-exclusive content, sponsors will receive a 10-second lead along with logo representation for the duration of the video. Get this NRHA TV sponsorship at **\$4,900 (net)**.



ACT NOW! CALL US TODAY!

Direct Retailers to Your Site Today!



Sponsor the Education Behind an Industry

Contribute to the Success of the Industry's Independent Retailers

Each year NRHA hosts exclusive webinars that are valued by industry retailers as a tool to help grow their business. Your NRHA Webinar Sponsorship will not only show your support to the education of the industry's independents, but it is also a great way to establish your brand to our retailers.

Your sponsorship coverage includes:

- Five-minute introduction on your brand and products.
- Full-page house ads in *Hardware Retailing* magazine with sponsorship listing.
- Full online promotion (NRHA.org homepage, NRHA eNewsletter, e-mail marketing and social media).
- Recording of webinar for your promotional needs.

Webinar Sponsorship:

\$4,900 (net)

ACT NOW! CALL US TODAY!





NRHA eMedia

SALES CONTACT INFORMATION

