

Hanley Wood's Remodeling Network
COVER THE MARKET



Remodeling

hanley wood

Remodeling gives
you more reach
and more value.

237,116

total gross monthly audience

137,902

unique monthly audience

A HANLEY WOOD BRAND

Your Best Connection To The Industry's Top Remodelers

REMODELING is more than a magazine, it's a media network—giving you complete coverage of the remodeling market. REMODELING reaches the industry's leading remodelers who are making business decisions every day—from products to contracts to design to field operations and more. In every interaction with every client, remodelers represent the products they install and the tools they use—making them brand managers that you need to reach. REMODELING is your best connection to the industry's top pros.

2010 Editorial Calendar

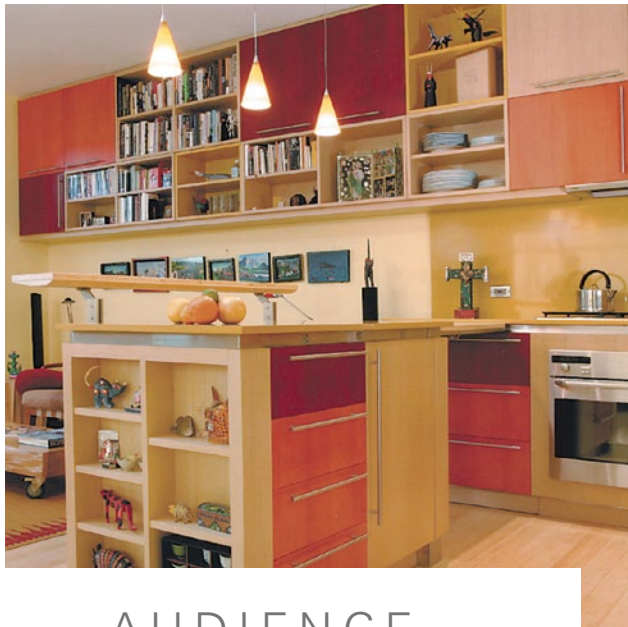
		PRODUCT COVERAGE		
Issue	Feature Stories	In Focus	Kitchen & Bath	Upscale Remodeling
January Close Date: 12/1/09	<ul style="list-style-type: none"> The New Face Of The Remodeling Industry 	Intl. Builders' Show Preview Flooring Interior Trim	Countertops	
February Close Date: 1/1/10	<ul style="list-style-type: none"> Marketing, Sales And The New Remodeling Buyer 	Caulks, Sealants & Adhesives Cordless Tools Roofing		Cabinetry
March Close Date: 2/1/10	ANNUAL BUYER'S GUIDE			
April Close Date: 3/1/10	<ul style="list-style-type: none"> The New Kitchen & Bath 	Outdoor Living Exterior Trim	K/BIS Preview	
May Close Date: 4/1/10	<ul style="list-style-type: none"> The Big50: Profiles Of 50 Of The Top-Performing Remodeling Companies 	High-Tech Tools Skylights, Room Enclosures Garage Doors & Openers		Appliances
June Special Issue Close Date: 5/1/10	<ul style="list-style-type: none"> Green Policy: Challenges And Opportunities Created By Changing Energy Policy 	Siding Moisture & Mold Prevention Decking	Lighting	
July Close Date: 6/1/10	<ul style="list-style-type: none"> Steal This Idea: 10 Smart Business Practices To Emulate 	Structure & Components Tool Storage Tile		High-Tech Home
August Close Date: 7/1/10	<ul style="list-style-type: none"> The Annual Remodeling 550 	Doors Locksets & Hardware Tools	Sinks	
September Close Date: 8/1/10	<ul style="list-style-type: none"> The Remodeling Show Remodeling Entrepreneur Of The Year 	Fireplaces Remodeling Show Preview		Showers & Tubs
October Close Date: 9/1/10	<ul style="list-style-type: none"> The Remodeling Design Awards 	Gypsum & Backerboard Underlayment Paints & Stains	K&B Ventilation	
November Close Date: 10/1/10	<ul style="list-style-type: none"> Cost vs. Value Report 	Engineered Lumber Software		Faucets
December Close Date: 11/1/10	<ul style="list-style-type: none"> Wage & Benefit Survey 	Trucks & Accessories Safety Equipment	Toilets	

REMODELING reserves the right to modify its 2010 editorial calendar without notice.

Green Remodeling	Stimulus	Bonus Opportunities	Web Features
Water-Saving Products		<ul style="list-style-type: none"> International Builders' Show Surfaces Remodeling Virtual Conference Stimulus e-newsletter 	<ul style="list-style-type: none"> Maps And Graphs Of Hot Remodeling Markets
	Windows & Doors	<ul style="list-style-type: none"> Remodeling Virtual Conference Stimulus e-newsletter 	<ul style="list-style-type: none"> Webinars And Videos On Effective New Sales & Marketing Methods
		<ul style="list-style-type: none"> JLC LIVE New England Stimulus e-newsletter 	<ul style="list-style-type: none"> Readers' Choice Product Survey
Reclaimed Materials		<ul style="list-style-type: none"> K/BIS Stimulus e-newsletter 	<ul style="list-style-type: none"> Energy-Efficient K&B Design Trends Webinar
Green Products		<ul style="list-style-type: none"> Remodeling Leadership Conference Stimulus e-newsletter 	<ul style="list-style-type: none"> Highlights From The Remodeling Leadership Conference Sortable Database Of Current & Past Big50 Remodelers
	Water Heating	<ul style="list-style-type: none"> PCBC Stimulus e-newsletter 	<ul style="list-style-type: none"> Analysis Of Retrofit For Energy And Environmental Performance (REEP)
Sustainably Forested Materials		<ul style="list-style-type: none"> Green/Energy Products e-newsletter 	<ul style="list-style-type: none"> Downloadable Forms & Checklists
	Insulation	<ul style="list-style-type: none"> Green/Energy Products e-newsletter 	<ul style="list-style-type: none"> Sortable Database Of The Remodeling 550
Green Products		<ul style="list-style-type: none"> The Remodeling Show Green/Energy Products e-newsletter 	<ul style="list-style-type: none"> Expanded Coverage Of The Remodeling Show & The Remodeling Entrepreneur Of The Year Finalists
	HVAC	Remodeling Show Guide & Program	
		<ul style="list-style-type: none"> Green/Energy Products e-newsletter 	<ul style="list-style-type: none"> Expanded Coverage Of The Remodeling Design Awards
	Solar & Alternative Energy	<ul style="list-style-type: none"> Green/Energy Products e-newsletter 	<ul style="list-style-type: none"> Expanded Data For 80 Cities, 3-D Project Walkthroughs And Multi-Year Trends
Green Products		<ul style="list-style-type: none"> Green/Energy Products e-newsletter 	<ul style="list-style-type: none"> Total Compensation Calculator Expanded Coverage Of Wage & Benefit Trends

Remodeling





AUDIENCE

Complete Access

REMODELING delivers the best business advice, best practices, best commentary, best projects and best new product information to today's busy remodelers. Whether it be in the magazine, online, or at one of our in-person events—REMODELING is the industry resource for today's top remodelers. REMODELING gives home improvement pros more of what they want and advertisers more of what they need.



Magazine

REMODELING reaches 80,590* of the industry's leading remodelers—busy professionals who specify and purchase products all the time. With award-winning editorial, up-to-the minute new product information, industry trends and business advice—REMODELING is the leading industry resource.

REMODELING offers an expanded total audience of 137,902 subscribers through a combination of the printed magazine, digital edition and Web site. The digital editions are delivered to REMODELING Business Update e-newsletter subscribers, which include 40,562 e-newsletter subscribers and 16,750 REMODELING Web site visitors who are not duplicated in the magazine circulation.

**Source: REMODELING, BPA Worldwide, June 2009*



e-Newsletter

Remodeling Business Update, delivered weekly to over 80,508 subscribers, provides information about the latest remodeling trends, industry news and practical business advice. Busy remodelers depend on Remodeling Business Update to keep them up to date on important issues facing the industry today.

Source: Publisher's Own Data, June 2009

Web Site

With 76,018 average monthly unique visitors and 199,612 average monthly page views, remodelingmag.com is the unrivaled source of industry news and information for remodelers. It provides content from REMODELING magazine, searchable product information, sales and marketing resources, user forums, economic data, the highly quoted Cost vs. Value Report, and design ideas and features such as the Big50—our editors' top choices for the best of the best companies in the industry.

Source: Omniture, SiteCatalyst, June 2009

Events

When you partner with REMODELING, you get more opportunities to reach top remodelers across a variety of platforms including: The Remodeling Leadership Conference, The Remodeling Show, The Remodeling Design Awards Breakfast and the Remodeling Virtual Conference.

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