



professional
deck builder

2016 MEDIA KIT

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EDITORIAL

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PROFESSIONAL DECK BUILDER is written exclusively for professionals in the deck, dock and railing industry—pros who need to stay on top of the latest trends, building code requirements and new products. PROFESSIONAL DECK BUILDER is the trusted resource for decking pros in print, online and in-person.

OUR COMPANY

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Hanley Wood is the premier company serving the information, media, and marketing needs of the residential, commercial design and construction industry. Utilizing the largest analytics and editorially driven Construction Industry Database, the company provides business intelligence and data-driven services. The company produces award-winning media, both digital and print, high-profile executive events, and strategic marketing solutions. To learn more, visit hanleywood.com.

Our audience of builders, remodelers, residential and commercial architects, multifamily and public-works executives, and materials dealers and distributors count on Hanley Wood to make smarter and more informed business decisions to help them grow their business.

Our customers have access to an unparalleled integrated portfolio, that can span insights from the Construction Industry Database, precise market sector expertise, marketing activation development and highly targeted face-to-face events. The outcome: proven, revenue-driving results.

Hanley Wood supports the industry's critical business needs through a diverse portfolio that is founded on three pillars:

Metrostudy—data that **informs**. Media that **connects**. Marketing that **activates**.



METROSTUDY

Metrostudy is the industry's largest residential data provider. We provide proprietary sets of pricing and product, sales and traffic reports blended with public demographics, economic and permit data representing 900 localities and 96 percent of U.S. markets, including over 40,000 active and future subdivisions. Metrostudy supports six major industry segments—builders and developers, building product manufacturers, financial institutions, school districts, utilities and commercial retail—with essential must-have data and insights. Metrostudy tracks more than 3.2 million lot and land parcels and gathers details on more than 100 million households and over 360 remodeling activity markets.



HANLEY WOOD MEDIA

Hanley Wood Media brands enable continuous digital engagement sparked by award-winning journalism, both digital and print, and through executive-level face-to-face events. A comprehensive audience database delivers preference and behavioral data across a complete range of industry segments in residential and commercial design and construction. The Hanley Wood brands deliver continuous engagement with qualified audiences: 4 million web users, 1.7 million newsletter and 1.2 million print and digital readers, and over 1.6 million social interactions every month.



HANLEY WOOD MARKETING

Hanley Wood Marketing solutions transform business intelligence into engaging content that drives sales across digital, in-person, social and print programs. We work with over 75 companies to develop customized, data-driven multi-channel marketing programs, including brand strategy, enterprise content management, marketing automation and digital experiences that connect every segment of the online experience. Another 175 companies rely on Hanley Wood's marketing expertise to develop highly differentiated, value-rich content programs that rigorously connect brand to content—and content to audience needs to grow sales and increase ROI.

Hanley Wood informs and connects the businesses and people who build a better world.

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MAGAZINE

PROFESSIONAL DECK BUILDER contains a mixture of industry-specific articles and regular departments covering design, structure, construction techniques, business strategies, tools, materials, and industry news. PROFESSIONAL DECK BUILDER is the #1 resource among professionals in this fast-paced industry. PROFESSIONAL DECK BUILDER is the official magazine of the DeckExpo Show and the official magazine of the NADRA (North American Deck and Railing Association).



WEBSITE

deckmagazine.com is where decking pros can go online to find the latest industry news pulled directly from the pages of PROFESSIONAL DECK BUILDER, as well as information on products and trends.



PROFESSIONAL DECK BUILDER UPDATE NEWSLETTER

PROFESSIONAL DECK BUILDER Update is a monthly newsletter loaded with the latest news, new products, code and safety updates, and the best web resources for deck, dock and railing pros.

2016 CALENDAR

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ISSUE	SPECIAL COVERAGE	BUILDING TYPE
JANUARY/FEBRUARY Ad Close: 1/22/16 Materials Due: 1/29/16	Decking	Wood Deck Restoration
MARCH/APRIL Ad Close: 3/14/16 Materials Due: 3/21/16	Hardscaping	Building A Balcony
MAY/JUNE Ad Close: 4/21/16 Materials Due: 4/28/16	Railings	Retrofitting a Patio Door
JULY/AUGUST Ad Close: 6/17/16 Materials Due: 6/24/16	Hardware	Foolproof Rail Posts
SEPTEMBER/OCTOBER Ad Close: 8/11/16 Materials Due: 8/18/16	Gates & Fences	Building Decks on Steep Slopes
NOVEMBER/DECEMBER Ad Close: 10/24/16 Materials Due: 10/31/16	Deck Structures	Stair Basics

PROFESSIONAL DECK BUILDER reserves the right to modify its 2016 editorial calendar without notice.

SHOW DISTRIBUTION

JANUARY/FEBRUARY — JLC LIVE (Providence)

SEPTEMBER/OCTOBER — Remodeling Show/DeckExpo/
JLC LIVE, JLC LIVE Northwest

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HANLEY WOOD'S INTEGRATED MEDIA NETWORK

Hanley Wood's integrated media network provides the information and insight professionals in the residential and commercial construction industry need to remain competitive in their fields. Marketers have the ability to customize their advertising program by targeting specific market segments while using a combination of effective media types.

Five rate levels are available, in addition to an open rate. Rate levels are determined by the annual spending volume among all Hanley Wood products.

INVESTMENT LEVELS (NET)

DIAMOND \$500,000 or more	SILVER \$200,000 to \$299,999
PLATINUM \$400,000 to \$499,999	BRONZE \$100,000 to \$199,999
GOLD \$300,000 to \$399,999	

RATES

NATIONAL ADVERTISING COLOR RATES (NET)

SPENDING LEVEL	OPEN RATE	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND
Full Page	\$5,325	\$5,065	\$4,820	\$4,575	\$4,355	\$3,930
2/3 Page	\$3,880	\$3,690	\$3,505	\$3,340	\$3,165	\$2,870
1/2 Page Island	\$3,615	\$3,445	\$3,275	\$3,110	\$2,960	\$2,675
1/2 Page	\$3,105	\$2,955	\$2,805	\$2,670	\$2,540	\$1,905
1/3 Page	\$2,585	\$2,460	\$2,345	\$2,220	\$2,115	\$1,830
1/4 Page	\$1,810	\$1,715	\$1,640	\$1,555	\$1,475	\$1,330
1/6 Page	\$1,295	\$1,230	\$1,165	\$1,115	\$1,055	\$960

Black & White: Deduct 15% per page

2 Color Process: Deduct 10% per page

PMS Color: Add 15% per page

COVERS (NON-CANCELABLE; NET)

	3X	7X
Inside Front Cover C2	\$4,675	\$4,280
Inside Back Cover C3	\$4,420	\$4,060
Back Cover C4	\$4,185	\$3,835

PRINT AD SPECS

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CLOSING DATES

ISSUE	CLOSING	MATERIALS DUE
January/February	January 22, 2016	January 29, 2016
March/April	March 14, 2016	March 21, 2016
May/June	April 21, 2016	April 28, 2016
July/August	June 17, 2016	June 24, 2016
September/October	August 11, 2016	August 18, 2016
November/December	October 24, 2016	October 31, 2016

SPECIAL ADVERTISING SECTIONS

Special sections are an important tool for branding your company or introducing new products or services. Published as run-of-press or inserts, these sections are completely dedicated to delivering your company's message. Special sections can be supplied or can be developed by Hanley Wood's special project staff. Note all special advertising sections must have "Special Advertising Section" centered in 9 point Helvetica at the top of every page.

EXTRA OPPORTUNITIES

For more information on online advertising opportunities, custom solutions, in-person events and virtual events contact your Regional Sales Manager.

CO-OP ADVERTISING

Special national or regional advertising programs are available to advertisers using co-op support. PROFESSIONAL DECK BUILDER, working with your distributors and/or dealers, will develop a customized co-op advertising program for you.

PRINTING INFORMATION

PROFESSIONAL DECK BUILDER is printed Web-offset and saddle-stitched. Rotation of colors: black, cyan, magenta, yellow. Total CMYK ink density not to exceed 300%.

MATERIALS INFO AND SHIPPING

PDF/X-1a 2001 files required. Set up files for 4/C process printing with all fonts and images embedded. All images must be high resolution (300 dpi for CMYK and grayscale images and 600 DPI for line art). Place images at 100% to ensure better reproduction. Offset crop and trim marks by 1/8" so that they do not extend into bleed or live area. Line screen: 133. Please follow SWOP standards.

Upload display ads to our secure Web portal at <https://hanleywood.sendmyad.com/>. The portal preflights the ad, giving you instant feedback with possible issues. Once your ad passes preflight and you approve the ad for publication, the Hanley Wood production team is automatically notified. New users are instructed on how to set up your own user name and password on the portal.

Hanley Wood assumes no liability for content errors or color variations between the digital file and the printed image if: (1) a high-end SWOP proof is not provided; (2) the file must be converted to CMYK; or (3) any of the published digital specifications are not met. The advertiser or authorized agency is responsible for providing materials meeting Hanley Wood specs. Hanley Wood is not responsible for making corrections to supplied materials.

UPLOAD YOUR AD:

<https://hanleywood.sendmyad.com/>

PRINT AD SPECS

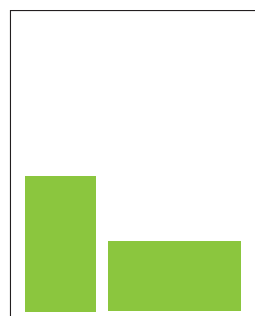
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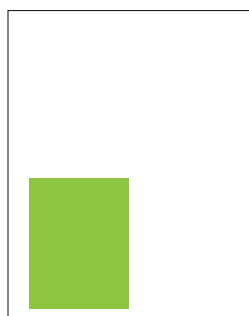
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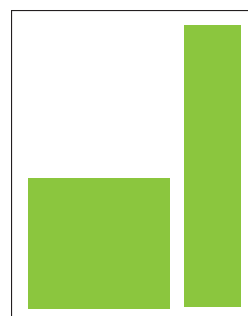


1/6 VERTICAL
2.25" x 4.625"

1/6 HORIZONTAL
4.5" x 2.25"

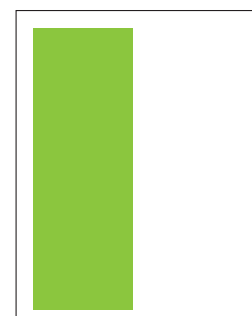


1/4
3.375" x 4.625"

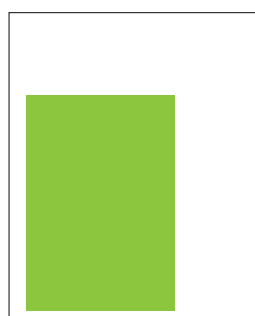


1/3 SQUARE
4.5" x 4.625"

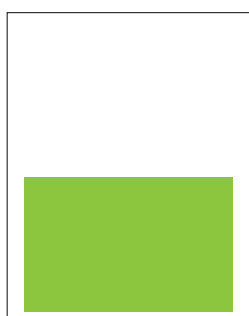
1/3 VERTICAL
Trim: 2.75" x 10.5"
(add .125" to all sides)
No Bleed: 2.25" x 10"



1/2 VERTICAL
3.375" x 10"

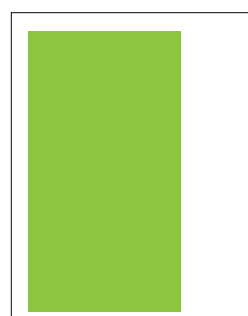


1/2 ISLAND
4.5" x 7"

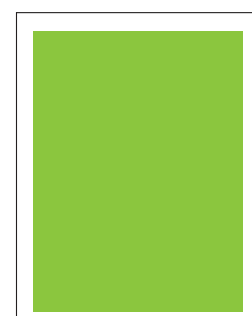


1/2 HORIZONTAL
Trim: 8" x 5.125"
(add .125" to all sides for bleed)
No Bleed: 7.5" x 4.875"

1/2 HORIZONTAL SPREAD
Trim: 16" x 5.125"
(add .125" to all sides for bleed)
No Bleed: 15" x 4.875"



2/3 VERTICAL
4.5" x 10"



FULL PAGE
Trim: 8" x 10.5"
(add .125" to all sides for bleed)
No Bleed: 7.5" x 10"

FULL PAGE SPREAD
Trim: 16" x 10.5"
(add .125" to all sides for bleed)
No Bleed: 15.5" x 10"

MATERIAL SHIPPING INFORMATION:

PLEASE UPLOAD A HI-RES PDFX1A-2001—NO ZIP FILES

NEW USERS—you'll need to register and create your OWN ACCOUNT at:
<https://hanleywood.sendmyad.com> and click on FIRST TIME USER

RETURNING ADVERTISERS—log in at: <https://hanleywood.sendmyad.com> follow up proofs are NOT REQUIRED but can be sent to:

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AD PRODUCTION COORDINATOR

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DIGITAL AD RATES

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DIGITAL DISPLAY

UNIT	ROS (NO TARGETS)	TARGETED/GEO SELECTS
	RATE (NET)	RATE (NET)
Leaderboard (728 x 90)	\$71	\$89
Medium Rectangle (300 x 250)	\$71	\$89
Half Page (300 x 600)	\$84	\$105
Roadblock 1 (Leader + 300 x 600)	\$178	\$223
Roadblock 2 (Leader + 300 x 250)	\$178	\$223
Persistent Footer	\$78	\$98
Mobile Banner	\$37	N/A

RICH MEDIA/HIGH IMPACT UNITS	RATE (NET)	RATE (NET)
Expandable Leaderboard (click initiated)	\$91	\$114
Expandable Rectangle (click initiated)	\$91	\$114
Interstitial (site served only, no 3rd party)	\$117	\$146
Wrapper/Wallpaper (site served only, no 3rd party)	\$78	\$98
Pre or Post Roll Ads	\$49	N/A
In-Banner Video (300 x 250 only) ¹	\$91	\$114
Filmstrip (Rich Media 300 x 600) ¹	\$117	\$146
Billboard ¹	\$117	\$146
Nanosite (Rich Media 300 x 600) ¹	\$117	\$146
Portrait (Rich Media 300 x 1000) ¹	\$147	\$184
The Gauge (300 x 600 site driven survey) ¹	\$147	\$184

¹ These units must be served via tags from an approved third-party provider. Alternatively, HW can host through their 3rd party server with a minimum \$5,500 net ad spend required for the unit. If creative services are needed as well, HW can provide with a minimum \$10,500 net ad spend required for the unit.



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NEWSLETTER

PROFESSIONAL DECK BUILDER UPDATE

SPECS	CIRCULATION	RATE (NET)
Masthead, Box 1-4	27,398 ²	\$640

PROFESSIONAL DECK BUILDER DECK DESIGN

SPECS	CIRCULATION	RATE (NET)
Masthead, Box 1-4	18,061 ²	\$640

² Publisher's Own Data, December 2015

For complete terms and conditions, visit hanleywood.com.

For current and complete digital specs, please contact your Strategic Account Manager or Account Coordinator.



AUDIENCE ENGAGEMENTS

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PROFESSIONAL DECK BUILDER is the resource for the deck, dock, hardscapes, and railing industry's top pros. The magazine provides professional advice, how-to information and the latest news about building code requirements. Deckmagazine.com is the place where decking professionals can find the latest industry news pulled directly from the pages of PROFESSIONAL DECK BUILDER magazine, as well as information on products and trends. PROFESSIONAL DECK BUILDER Update newsletter delivers news and information that help decking pros run their businesses more efficiently and effectively.

250,507 TOTAL ENGAGEMENTS



MAGAZINE

16,000

Print Subscribers

Publisher's Statement (Dec 2015)

WEBSITE

79,247

Monthly Visitors

158,906

Monthly Page Views

94,710

Monthly Visits

Google Analytics (12 month average)

NEWSLETTERS

54,796

PROFESSIONAL DECK BUILDER
Business Update
Monthly Engagements

18,061

PROFESSIONAL DECK BUILDER
Deck Design Monthly
Engagements

Publisher's Own Data (Dec 2015)

SOCIAL

995

LinkedIn Members

810

Twitter Followers

939

Facebook Likes

Total as of March 2016

Gross data is contained in the total audience number. No attempt has been made to eliminate any duplication. Gross total includes: qualified print subscribers, qualified digital-only subscribers, nonqualified digital subscribers, newsletter recipients, monthly page views, social media likes/ members/followers.

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