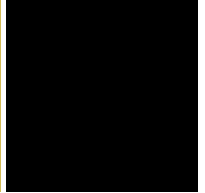
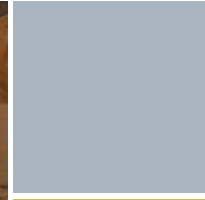


A Hanley Wood Brand



100% PURE TOOLS

No one knows tools like TOOLS OF THE TRADE. It is the only publication written for construction professionals that focuses exclusively on tools. Builders and contractors rely on our signature tool tests, tool reviews and new product information to make their tool purchases. TOOLS OF THE TRADE provides access to construction professionals who buy professional grade tools for themselves and their employees and influence others on the jobsite.

2010 | toolsofthetrademediakit.com

"The right tools for the job make it easier and faster to get things done, and TOOLS OF THE TRADE helps me pick the right tools. It helps me keeps me abreast of what tools are out there, their quality and their cost. TOOLS OF THE TRADE narrows down the needs and wants of a tool hound like me."

— Leabert Angelo, Owner, Unlimited Services

TOOLS

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2010 EDITORIAL CALENDAR

	WINTER Ad Close: 1/15/10	SPRING Ad Close: 3/15/10
FEATURE	Annual Truck Report Site Commander	Editors' Choice Awards
TOOL TEST	Random Orbit Sanders	6-Inch Jointers
PRODUCT WATCH	Truck Accessories	Cordless Tools
FIRST TESTS	Field tests of the newest tools and accessories as they are introduced throughout the year	
BONUS OPPORTUNITIES	JLC LIVE New England	
ON THE WEB	International Builders' Show tool report from the show floor in Las Vegas Test-Connect blogs with our TOOL TEAM as they field-test the latest tools	Tool company executive interviews Test-Connect blogs with our TOOL TEAM as they field-test the latest tools

TOOLS OF THE TRADE reserves the right to modify its 2010 editorial calendar without notice.

	SUMMER Ad Close: 7/15/10	FALL Ad Close: 9/15/10
	New Hand Tools	Launch Time
	Concrete/Steel Poppers	Airless Paint Sprayers
	Laser Levels	Work Wear & Safety Gear
	Field tests of the newest tools and accessories as they are introduced throughout the year	
	The Remodeling Show	STAFDA
	National Hardware Show tool report Test-Connect blogs with our TOOL TEAM as they field-test the latest tools	STAFDA show coverage including new tools and accessories introduced at the show Test-Connect blogs with our TOOL TEAM as they field-test the latest tools



Departments

SiteLines

Editor In Chief Rick Schwolsky's perspectives on the tool industry and the issues facing contractors.

Cutting Edge

Manufacturer news, technology trends, Hot Find new products, and our regular work truck column – Truckin' Around.

First Test

Hands-on first tests of three or four brand new tools as they enter the market – in every category and application.

Product Watch

Our round-up of new tools and accessories with product category focus.

Tool Hounds

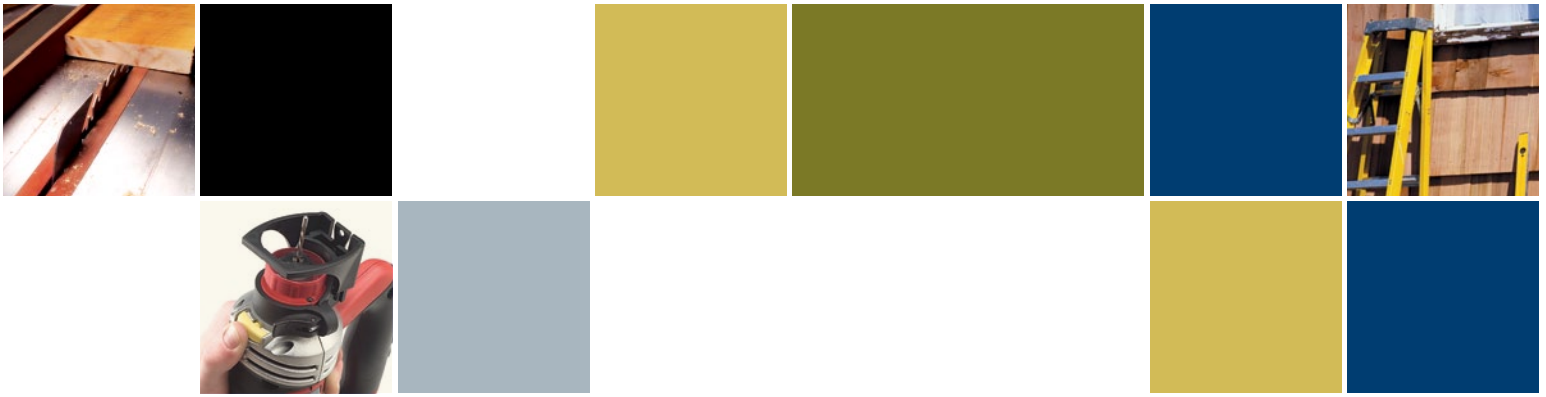
We just love tools. Is that a problem? This is the motto of our Tool Hound pro tool user profiles in each issue of TOOLS OF THE TRADE.



TOOLS

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AUDIENCE

TOOLS OF THE TRADE speaks to construction professionals who are purchasers of professional grade tools. As a leading source of information on tools in the construction industry, our magazine, Web site and e-Newsletter offer a comprehensive combination of media that delivers valuable resources to the residential and light commercial contractors looking for the latest information on tools.



Magazine

TOOLS OF THE TRADE magazine reaches 50,000 residential and commercial contractors and related professionals who buy and use tools on the jobsite every day. These pros are tool enthusiasts and to find out about the latest developments in tools and equipment, they look to TOOLS OF THE TRADE.

Starting in January 2010, TOOLS OF THE TRADE will offer an expanded total audience of 89,176 subscribers through a combination of the printed magazine plus a new digital edition. The digital editions will be delivered to Tools Update e-Newsletter subscribers, which includes 39,095 e-newsletter subscribers who are not duplicated in the magazine circulation.

Source: Publisher's Own Data, June 2009

Web Site

toolsofthetrade.net provides in-depth information on the latest tools, accessories and equipment available to residential construction pros. With 46,693 average monthly unique visitors and 136,478 average monthly page views, toolsofthetrade.net is the authoritative source for information and reviews on tools.

Source: Omniture, SiteCatalyst, June 2009

e-Newsletter

The Tools of the Trade News Update e-Newsletter is a twice-monthly email newsletter serving 66,081 subscribers. It brings product reviews and news about tools and techniques to the construction professionals and workers who depend on quality tools and information.

Source: Publisher's Own Data, June 2009



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View the TOOLS OF THE TRADE Media Kit online at toolsofthetrademediakit.com