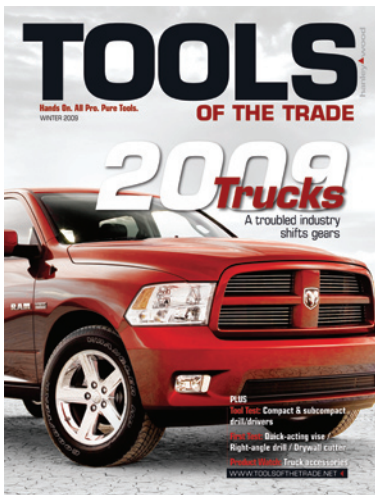




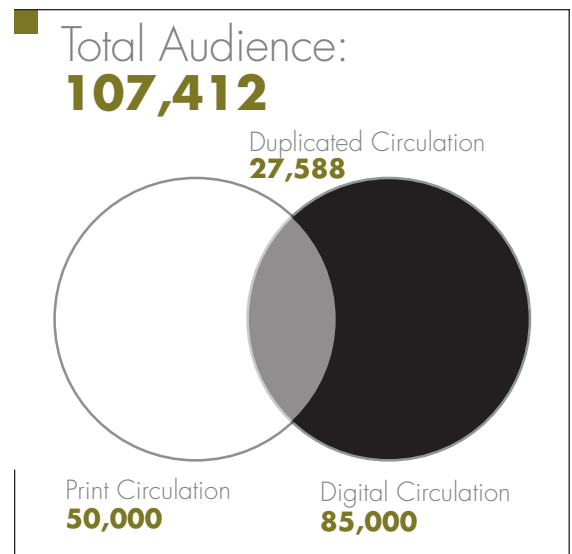
# TOOLS OF THE TRADE

hanleywood

## TOOLS OF THE TRADE DIGITAL EDITION HANLEY WOOD BUSINESS MEDIA ONE POWERFUL NETWORK



Today's home improvement pros draw on multiple media sources to make business and product decisions. Hanley Wood is the primary information source for construction pros, through magazines, Web sites and e-Newsletters.



Source: Publisher's Own Data, December 2009

### MORE AUDIENCE. MORE VALUE.

- **MORE home improvement pros.** 107,412 subscribers will receive TOOLS OF THE TRADE magazine through the addition of digital editions: **That's 57,412 more circulation at no additional cost to advertisers.\***
- **Same content, MORE audience.** Digital editions have the same content as print, they are delivered to e-Newsletter readers and posted on TOOLS OF THE TRADE's Web site.
- **MORE audience, MORE value.** Full demographic information is available for the additional readers. Advertisers can receive complete tracking information and links to their Web sites from the digital editions.
- **Unduplicated subscribers.** Circulation for digital editions combines print, plus e-Newsletter subscribers not duplicated in the magazine circulation.

\*The circulation increase = digital circulation – duplicated circulation  
Numbers as of December 2009

### Sponsorship Opportunity

Cost: \$6,900 net per issue

- Dedicated e-Mail Promotion Announcing Sponsorship of Digital Edition
- Left-Hand Sponsor Ad Facing Digital Edition Cover
- Skyscraper Ad Fixed in Right Well
- Lead generation "Ad Gen" on Sponsor's Print Ad Within Digital Edition

For more information, contact Ron Spink, Publisher, [rspink@hanleywood.com](mailto:rspink@hanleywood.com)