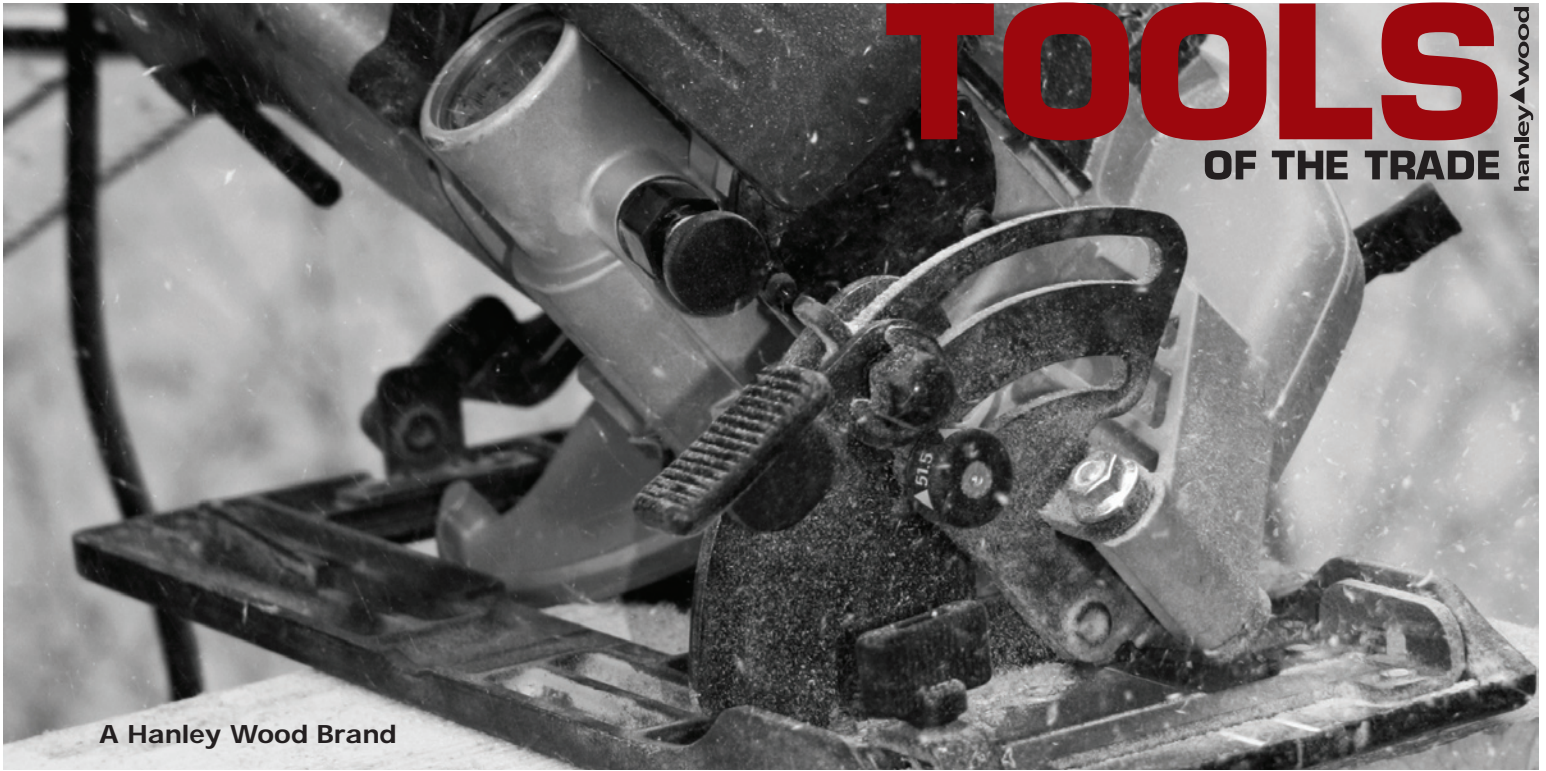


“The **right tools** for the job make it easier and faster to get things done, and **TOOLS OF THE TRADE** helps me pick the **right tools**. **TOOLS OF THE TRADE** narrows down the needs and wants of a tool hound like me.”

— Leabert Angelo, Owner, Unlimited Services



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 pros who buy professional grade tools for themselves and their employees.





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, website 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.

## AUDIENCE

### Magazine

TOOLS OF THE TRADE magazine reaches 40,000 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.

TOOLS OF THE TRADE offers an expanded total audience of 98,995 subscribers through a combination of the printed magazine plus a digital edition. The digital edition is delivered to Tools Update e-Newsletter subscribers, which includes 58,995 e-newsletter subscribers who are not duplicated in the magazine circulation.

Source: Publisher's Own Data, December 2010



### Website

toolsofthetrade.net provides in-depth information on the latest tools, accessories and equipment available to residential construction pros. With 42,377 average monthly unique visitors and 114,334 average monthly page views, toolsofthetrade.net is the authoritative source for information and reviews on tools.

Source: Omniture SiteCatalyst, 2010



### e-Newsletter

The Tools of the Trade News Update e-Newsletter is a twice-monthly email newsletter serving 75,000 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: Minimum Guaranteed Distribution, 2011

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