


PAINT & DECORATING RETAILER

2010 MEDIA PLANNING CALENDAR

Monthly Features	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
COVER STORY	12th annual all-faux issue! Faux and decorative painting: Making a comeback in 2010?	Exterior wood stains and deck care products	The “green” issue: An in-depth look at the eco-friendly products and trends in the paint and decorating industry	Mixers and tinters	PDRA Show & Conference/National Hardware Show® Issue: PDR is the official paint publication of the NHS	PDR's 42nd annual color forecast for paint, wallpaper and window coverings
Business Management	• Co-op advertising	• Managing multi-store operations	• Green marketing and merchandising	• An idiot's guide to inventory management	• Managing collections	• To deliver or not to deliver
Paint, Sundry & Equipment Features	• Faux-related tools and sundries • Training options in faux finishing	• Coatings for exterior hardwoods • Extension poles	• Eco-friendly paint supplies • Paint regulations in U.S. & Canada	• Paint primers • Caulk and caulk guns	• Masonry and concrete coatings • Climbing equipment	• Color merchandising and paint sample programs • Paint applicators
Wallcovering, Window Coverings and Decorating Products	• Painted furniture	• Merchandising tips for window and wallcoverings	• Eco-friendly wallpaper and window coverings	• Wallcoverings 2010	• Window covering dealer success stories	• What's new in window treatments
Special Bonus Distribution	• Show distribution: Val-Test, Five Star, Lancaster, PDCA Show			• Distribution at key buying group/distributor shows	 • Distribution at PDRA Show & Conference/National Hardware Show®	
GREEN MARKET	A “Green Market” feature in every issue—A look at an “eco-friendly” product or marketing trend in the paint and decorating products industry.					
AD CLOSE	November 25, 2009	December 29, 2009	January 22, 2010	February 11, 2010	March 9, 2010	April 26, 2010
MATERIALS DUE	December 2, 2009	January 5, 2010	January 29, 2010	February 18, 2010	March 16, 2010	May 3, 2010

MONTHLY DEPARTMENTS

WHAT'S NEW

Featuring the latest product introductions, complete with Reader Action Numbers, prompting quick response. (Submit color photos or digital images—300 pixels per inch, jpegs or tiffs, minimum size of 2 by 3 inches.)

NEWS UPDATE

Late-breaking, important industry news as well as trends in marketing, lifestyle, business management and technology.

INDUSTRY BRIEFS

Company acquisitions, mergers, grand openings, distribution agreements and more, all contained in this synopsis of what's happening in the paint and decorating products industry. (See What's New for photo requirements.)

EYE ON GOVERNMENT

The latest regulatory information. MUST reading for the paint and decorating

retailer concerned about VOC legislation, lead in paint, sales taxes and other industry issues.

PDRA MEMBER PAGE

The latest information about programs, policies, events and membership benefits of the Paint & Decorating Retailers Association.

PEOPLE IN THE NEWS

Who's where in the paint and decorating products industry: appointments, promotions and honors. (Submit black & white photos or digital images.)

EXHIBITOR HIGHLIGHTS/SHOW SPECIALS (May issue only)

Describes products being featured at the annual PDRA Show & Conference at the National Hardware Show®. Special publicity opportunity for all exhibitors! (See What's New for photo requirements).

(continued on next page)

PAINT & DECORATING RETAILER 2010 Calendar (continued)

Monthly Features	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
COVER STORY	19th Annual Decorating Registry: Exclusive Trademarks & Brand Names Directory	Hot new products	Selling to the painting contractor	Using technology to support your store	Educating your sales staff	Gold Book 2011 Annual directory listing thousands of wallcoverings collections and their distributors Also: Window coverings manufacturers, distributors and related products. Covers the U.S. & Canada. BONUS distribution at all industry events
Business Management	• Great dealer web sites	• Employee compensation	• Building an outside sales force	• Displays and merchandising	• Understanding business ratios	
Paint, Sundry & Equipment Features	• Interior wood finishes	• The latest trends in faux • Lead and graffiti products	• Tape and masking products • Paint strippers	• Abrasives and sandpaper • Sprayers and washers	• Tool buying guide • Specialty coatings	
Wallcovering, Window Coverings and Decorating Products	• Advancements in wallpaper technology (substrates, pastes, etc.)	• Window covering showcase	• Fall fashion preview for wallpaper	• Building your shop-at-home business	• Decorative accessories	
Special Bonus Distribution	• Distribution at all industry events; buyers see the Decorating Registry all year long.					
GREEN MARKET	A "Green Market" feature in every issue—A look at an "eco-friendly" product or marketing trend in the paint and decorating products industry.					
AD CLOSE	May 25, 2010	June 25, 2010	July 26, 2010	August 25, 2010	September 27, 2010	October 25, 2010
MATERIALS DUE	June 1, 2010	July 2, 2010	August 2, 2010	September 1, 2010	October 4, 2010	November 1, 2010

REGULAR FEATURES

DEALER FEATURE

A monthly profile of a successful paint and decorating retail business. Readers learn the secrets to success and how to incorporate some ideas into their own stores. **One of our most popular features!**

THE GREEN MARKET

A look at an eco-friendly product or marketing trend in the paint and decorating products industry.

BUSINESS MANAGEMENT

A new business topic directly relating to a store's success is discussed every month.

INDUSTRY PROFILES

Corporate overviews of the top suppliers in the paint and decorating industry.

MARKETING SENSE / BUSINESS SENSE / THE INDUSTRY SPEAKS

Rotating columns on key advertising, promotional, marketing and business issues for the independent retailer.

SUBMISSION INFORMATION

Material for monthly departments must be received by the 15th of the second month preceding publication. (i.e., January 15 for the March issue). See individual descriptions for photo requirements. Please send all press releases, photos and other materials to New Products Editor, *Paint & Decorating Retailer*, 1401 Triad Center Drive, St. Peters, MO 63376-7353, e-mail mike@pdra.org.

PAINT & DECORATING RETAILER STAFF

Executive Vice President/Publisher Dan Simon
 Executive Editor. Diane Capuano
 Senior Contributing Editor Michael Austin
 Senior Art Director/Creative Director. Larry DeWitt
 Directories Editor/Circulation Manager Lori DeVerger
 Production Director Jo Ann Ray
 Association Development Nicholas R. Cichielo

Paint & Decorating
RETAILER 800-737-0107 www.PDRA.org



Ask your Paint & Decorating Retailer account executive for a customized marketing plan specifically designed to fit your company's needs. Just call 800.737.0107.