


# PAINT & DECORATING RETAILER

## 2012 MEDIA PLANNING CALENDAR

Monthly Features	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>COVER STORY</b>	<b>14th annual all-faux issue!</b> Exciting new products to build sales with faux	<b>Exterior wood stains and deck care products</b>	<b>The “green” issue:</b> Third annual look at the industry’s eco-friendly products	<b>PDRA Show at the National Hardware Show® Issue</b> <i>PDR</i> is the official paint publication of the NHS	<b>Mixers and tinters</b> Latest innovations in essential equipment for your store	<b><i>PDR</i>’s 44rd annual color forecast for paint, wallpaper and window coverings</b>
<b>Business Management</b>	• Promoting faux through social media	• Buying right: buying groups, negotiating with vendors, etc.	• Paint stewardship laws in the U.S.	• Maintaining margins while staying competitive	• Managing accounts receivables	• Managing multiple locations
<b>Paint, Sundry &amp; Equipment Features</b>	• Decorative concrete effects for cabinets, countertops and floors	• Extension poles, painting trays and accessories • Rags and sponges	• Eco-friendly product showcase	• Masonry and concrete coatings	• Caulk and caulk guns • Roof coatings	• Using the power of color to sell • Paint applicators
<b>Window Coverings and Other Topics</b>	• Wall appliques, stencils and more	• Selling strategies for window coverings	• Energy-efficient window coverings	• Adding a new category to your store		• A look at the Canadian market
<b>Special Bonus Distribution</b>	• Show distribution: Val-Test, Five Star, Lancaster, PDCA Show			 • Distribution at the PDRA Show at the National Hardware Show®		
<b>AD CLOSE</b>	<b>November 28, 2011</b>	<b>December 28, 2012</b>	<b>January 25, 2012</b>	<b>March 15, 2012</b>	<b>March 26, 2012</b>	<b>April 25, 2012</b>
<b>MATERIALS DUE</b>	<b>December 5, 2011</b>	<b>January 4, 2012</b>	<b>February 1, 2012</b>	<b>March 21, 2012</b>	<b>April 2, 2012</b>	<b>May 2, 2012</b>

### MONTHLY DEPARTMENTS

#### WHAT’S NEW

Featuring the latest industry product, packaging and display introductions.

(Submit digital color 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, above, 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, paint stewardship laws, 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. (See What’s New, above left, for photo requirements.)

#### EXHIBITOR HIGHLIGHTS/SHOW SPECIALS

April show issue only. Describes products being featured at the annual PDRA Show at the National Hardware Show®. Special publicity opportunity for all exhibitors! (See What’s New, above left, for photo requirements.)

(continued on next page)

# PAINT & DECORATING RETAILER 2012 Calendar (continued)

Monthly Features	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>COVER STORY</b>	<b>21th Annual Decorating Registry</b> Exclusive Trademarks and Brand Names Directory	<b>Hot new products</b> Latest innovations that will heat up sales at your store	<b>Catering to the painting professional</b> Do's and don'ts for serving the contractor market	<b>Technology in the paint store</b> POS systems, color matching, websites, social media and more	<b>Paint industry training</b> A summary of available options	<b>Industry Product Showcase:</b> Puts your company and products in front of key paint and decorating buyers, just in time for the busy buying season. Single-page and spread opportunities available.  <b>Bonus Distribution</b> at all industry events
<b>Business Management</b>	• Handling employee conflicts	• What makes an effective outside salesperson	• Doing work for government agencies	• Working with difficult customers	• Effective training of new employees	
<b>Paint, Sundry &amp; Equipment Features</b>	• Interior wood finishes	• Climbing equipment • Lead and graffiti products	• Tape and masking products • Paint strippers	• Abrasives and sandpaper • Airless sprayers and pressure washers	• The key to selling painters' tools	
<b>Wallcovering, Window Coverings and Decorating Products</b>	• What's new in window coverings	• Great window covering retailers	• Fall fashion preview for wallpaper	• Child safety in window coverings	• Great store displays using all your product categories	
<b>Special Bonus Distribution</b>	• Distribution at all industry events; buyers see the Decorating Registry all year long					
<b>AD CLOSE</b>	<b>May 25, 2012</b>	<b>June 25, 2012</b>	<b>July 25, 2012</b>	<b>August 27, 2012</b>	<b>September 25, 2012</b>	<b>October 25, 2012</b>
<b>MATERIALS DUE</b>	<b>June 1, 2012</b>	<b>July 2, 2012</b>	<b>August 1, 2012</b>	<b>September 4, 2012</b>	<b>October 2, 2012</b>	<b>November 1, 2012</b>

## 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!

### 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. Electronic materials strongly preferred (Word documents for text, high-resolution jpegs for images). Send electronic materials to [mike@pdra.org](mailto:mike@pdra.org). Mail press releases and press kits to: New Products Editor, 1401 Triad Center Drive, St. Peters, MO 63376-7353.

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