

PAINT & DECORATING

RETAILER

2018 Media Planner



ABOUT US

Paint & Decorating Retailer | 2018 Media Kit

Paint & Decorating Retailer is...

The Voice of the Industry

For more than 54 years, **Paint & Decorating Retailer** magazine's mission has been to provide critical information to paint and decorating store owners, managers and employees. Published monthly, the magazine reaches more than 20,000 readers, including independent paint and decorating retailers, company-owned paint and decorating stores as well as hardware, wallpaper, window covering, floor covering and home improvement stores.

Paint & Decorating Retailer is owned and operated by the Paint and Decorating Retailers Association (PDRA), a not-for-profit association that is dedicated to supporting independent dealers in the paint and decorating retail industry. The magazine acts in conjunction with the Association's pillars of education, advocacy, networking and research.

When you advertise with **Paint and Decorating Retailer**, you are supporting the independent paint and decorating retailers who buy your products!



WHO WE REACH

Paint & Decorating Retailer | 2018 Media Kit

No other magazine in the industry has the reach and influence of

Paint & Decorating Retailer!

Audited Circulation:

With an annual audit from the Alliance for Audited Media, you can trust our numbers! Reaching over 20,000 retailers, we deliver more than 98 percent of the paint and decorating outlets in the United States and Canada. Included in our retailer breakdown are:

- Specialty Paint and Decorating Stores
- Hardware or Window Treatment Retailers with Paint Departments
- Home Centers
- Lumber and Building Supply Retailers
- Paint and Decorating Suppliers and Wholesalers

Proactive Readership

Representing a total buying power of nearly \$10 billion, more than 90 percent of our readers are retailers who specify brands and purchase products for their stores. These retailers dominate the retail market in paint, sundries, tools and equipment categories.

Key Buyers included in circulation:

Independent paint and decorating stores, buying groups and distributors, and these other significant organizations:

Ace Hardware	Orgill Paint America
Benjamin Moore	Paint America
Do it Best Corp.	Porter Paints
Dunn-Edwards	Professional Paint Inc.
ICI Paint Stores	Sherwin-Williams
Kelly-Moore	True Value Hardware



The greatest parts in the magazine are the new product introductions and the real-life experiences from other paint stores. One of the big things for me is seeing other stores so we can see different layouts and different planograms.



-Jay Donnelly,
Vice President, Flanagan Paint & Supply, St. Louis, MO

EDITORIAL EXCELLENCE

Paint & Decorating Retailer | 2018 Media Kit

New Look, New Features, Same Great Magazine!

Redesigned in 2017, *Paint & Decorating Retailer* is delivering content that is easy to navigate and engaging to our readers. With even more emphasis on retail profiles, industry news, product introductions, technology and expert advice, everything we publish is aimed at providing information to make the independent paint retailer more successful.

Guest Column

Guest Column Merchandising

Made You Look

3 Tips for Eye-Catching Window Displays

Creative and fun window displays can increase foot traffic and generate interest in a store, but mistakes can go wrong by adding too many products, not using enough lighting and relying on worn-out clichés, especially during the holidays. Plus, once the holidays begin, they seem to roll from one to another without pause—Halloween to Valentine's Day—so planning is vital. To help paint and decorating retailers prepare and avoid pitfalls, here are three tips to develop attention-grabbing window displays in the hopes of making your business's selling season run a little more smoothly and profitably.



Tell a Story

Stories are used to add everything, from high-end wine to juice boxes, and marketers who understand the importance of stories often see their sales climb as a product connects with its intended audience. Stories can have the same impact in the retail space, too, especially in window displays. By focusing on a story instead of traditional themes, retailers can avoid overused tropes like pumpkins spiced everything to fall or red and green for Christmas. For example, think Under the Harvest Moon instead of Thanksgiving when developing a plan for a holiday window display. Paint and decorating retailers can also avoid holiday window stereotypes by highlighting a store's uniqueness and focusing on a niche.

Keep It Simple, Yet Bold

When developing a holiday window display, retailers may be tempted to stock the space with something from every category. Why not use the advertisement to promote all the newest lines, hot gifts and special deals the store offers? Unfortunately, the display will have the opposite effect from what was intended if a retailer tries this tactic. Customers have a difficult time focusing on any one product when a display is too cluttered. They will pass it by without any notice. The best way to grab attention is by using large props, bright colors, interesting textures and bold lighting. The goal should be to catch someone's eye from across the street.

Borrow and Steal

Not everyone is creative all the time—that's why we have inspiration websites like Pinterest and DIY blogs. A simple search for holiday window displays opens the floodgates to the most whimsical, bold and unique ideas imaginable. Borrow ideas from other industries and use them as catalysts for inspiration or take notes from paint and decorating peers. If you are creative and want to develop your own ideas, that is great, but if there aren't enough hours in the day to sketch out a window display, don't be afraid to borrow plans and adapt them for your space. In my research, I also found whimsical, hand-painted windows that could offer an eye-catching option for retailers who lack space for a display. ☺



Heather Kaufman-Peters

Has written for the paint and hardware retailing industries for nearly 14 years. She holds a master's degree from Butler University, has edited children's magazines and currently teaches preschool. Her book, "Borrow on the Plains," is for middle schoolers.

Retail Profiles



By Todd Taber

Completely About Paint and Family

With Two Locations in Northern Michigan, Complete Paint and Supplies Looks to the Future

It's a dreiling, windy morning in August, but the damp weather hasn't slowed business at Complete Paint and Supplies in Petoskey, Michigan. Customers after customer arrive and is greeted by a friendly team that understands that the key to success is treating fellow employees and customers like family. Family values are second nature for the team at Complete Paint and Supplies, a two-store operation with locations in Petoskey and Harbor Springs, Michigan, owned by Chris Stroszek. His son, Steven Stroszek, is the general manager of the Petoskey location. Chris's wife, Tina, and Steven's wife, Ally, handle the operation's bookkeeping, and Steven and Ally's dog Chloë is often in the store, napping near the door but eager to mingle customers toward a purchase. Even team members who aren't related feel a special bond and work together to help the business succeed season after season.

"We want to help our customers get things right. We don't want to give them a can of paint and show them the door. We really analyze what they're trying to do to make sure they're doing it right. Big boxes don't ask questions, but we really dig in to learn what the customer needs," Chris says.

A Lifetime Career

Chris started in the paint business in 1977 when he worked at a local Sherwin-Williams store in Cadillac, Michigan, straight out of high school. "I graduated on a Wednesday, and I needed a job," Chris says. "I was hired at Sherwin-Williams the following Monday and moved up pretty quickly in the store. I went from stocking the warehouse to working the sales floor in a few months, and I worked there for about a year and a half."

After learning about an opening at a Sherwin-Williams in Petoskey, Chris took a chance and moved. He stayed at his new job for 13 years before deciding to branch out and open a paint store with a financial partner when he was 32 years old.

After about five years of running the business together, operating three stores and doing well financially, the business partners went their separate ways. Chris took some time to figure out his next step, and he ultimately decided to continue in the industry but had known since graduating high school nearly 20 years before.

With a new business partner, Larry Wisland, Chris opened Complete Paint and Supplies in March 1996. The company has since become a top supplier of paint, supplies and accessories in northern Michigan.

Technology



By Diane Franklin

Using Your Information Wisely

How to Track Just About Everything—From Sales to Inventory to Customer Data—With Your POS System

Shoppers today can't get by without a multifaceted point-of-sale computer system. It's like having a second brain, an expanded sales team and a savvy business consultant all rolled into one. Not only is a POS system your central hub for better customer service, but it's also a source of data and analytics that can help you run your business smarter, more efficiently and more profitably.

"The overall theme we've been emphasizing for quite some time is 'the connected retailer,'" says Doug Smith, director of retail product marketing for Epicor Software Corp. "A connected retailer is a business person who is plugged into their customers, contractors and vendors and is using technology to leverage those relationships."

Using technology well is essential, especially in an era in which consumers are carrying smartphones that give them product answers to their queries in a matter of seconds. An instantaneous access to information equips, empowers and lets efficient service increase proportionally.

"Today's consumers have all these fantastic tools at their disposal—to get more information, to find products faster and easier," Smith says. "Whichever retailer can participate in this, by making things go faster and easier at their stores, consumers will tend to show up there."

Smith points to such advancements as contactless pay or mobile receipts, which are available through the Epicor Eagle POS system. "If you can show off even a few increments from a transaction because people don't have to touch their phone or billfold, they're all in favor of it. Or if you can email the receipt—anything that can simplify the process—it's going to have an impact on the consumer and their willingness to come back."

POS System Capabilities

The most effective POS systems are those that offer comprehensive capabilities to the retailer. "We are an all-in-one solution—from advanced purchasing, pricing, point-of-sale, inventory control, reporting—all the way through the line," says David Stock, sales executive for

Product News

Product News



Guess What?

SureSwatch Makes Paint Decisions Easier

Selecting a paint color can be one of the most difficult decisions a homeowner, contractor or DIYer can make. The path from swatch to wall can be a troublesome one, with lighting conditions, placement and even how a color plays with furniture choices all coming into play. SureSwatch is attempting to fix that situation. The clear plastic product is designed to allow users to test paint colors before painting the entire project. The 10 1/2-inch pieces are flexible and clear with a low-tack, adhesive backing that applies to walls and removes easily. "There are no surprises," says Lewis Patis, the product's creator. "The old method of painting a piece of cardboard or plastic material and holding it up to the wall never

really gave the best interpretation of how the exact color would look after you painted the wall."

With SureSwatch, the wall looks exactly like it will when paint is really applied over the existing wall color. The Primer Tester™ Scale, included with SureSwatch, helps the user test paint for covering power, as well as select the right shade of primer to achieve the best color. "Many people don't realize using a gray primer with bright vibrant colors can cut down on the amount of paint needed to achieve the rich color from the manufacturer's color chip," says Robert Colovita, paint scientist and color curator.

For more information and product overviews, visit sureswatch.com.

When employee Kelly Weber rings up a sale at Carter Ace Hardware in Bullock, which is part of a Fox Coat Hardware Store, the Epicor POS system collects the data for use in future reports.

MEDIA PLANNING CALENDAR

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January 2018

Main Feature: The Color Issue
Product Coverage: Metallic Paints, Paint Gadgets
Bonus Distribution: Val-Test, Lancaster Show, & PDCA Expo
Issue Closing: November 27, 2017
Materials Due: December 8, 2017

February 2018

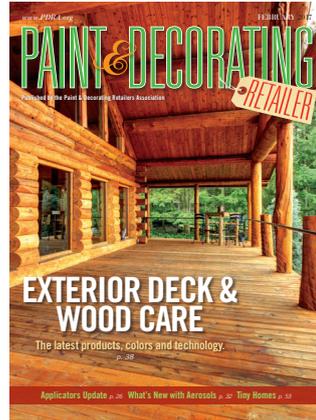
Main Feature: Exterior Deck & Wood Care
Product Coverage: Specialty Paint Applicators, Hand Tools, Knives & Blades
Issue Closing: January 2, 2018
Materials Due: January 9, 2018

March 2018

Main Feature: The 8th Annual Green Issue
Product Coverage: Tape & Masking Products
Issue Closing: February 2, 2018
Materials Due: February 9, 2018

April 2018

Main Feature: The PDRA Show Issue
Product Coverage: Color Tools
Bonus Distribution: The PDRA Show at the National Hardware Show®
Issue Closing: March 2, 2018
Materials Due: March 9, 2018



May 2018

Main Feature: Caulk Guns & Sealants
Product Coverage: Wallcoverings
Bonus Distribution: The PDRA Show at the National Hardware Show®
Issue Closing: April 6, 2018
Materials Due: April 13, 2018

June 2018

Main Feature: 2019 Color Forecast
Product Coverage: Paint Brushes
Issue Closing: May 4, 2018
Materials Due: May 11, 2018

July 2018

Main Feature: The 27th Annual Registry Issue
Issue Closing: June 1, 2018
Materials Due: June 8, 2018

August 2018

Main Feature: In-Store Technology, POS, Computers
Product Coverage: Specialty Paints, Chalk, Countertops
Issue Closing: July 2, 2018
Materials Due: July 9, 2018



September 2018

Main Feature: Mixers, Tinters, & Equipment
Product Coverage: Going to Business 2019, Buying Groups, Distributors
Issue Closing: August 3, 2018
Materials Due: August 10, 2018

October 2018

Main Feature: Hot New Products Issue
Product Coverage: Sponges & Rags
Ad Sections: New Product Advertorial
Issue Closing: September 4, 2018
Materials Due: September 10, 2018

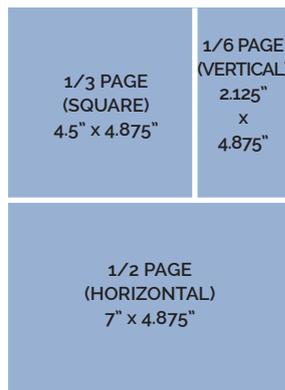
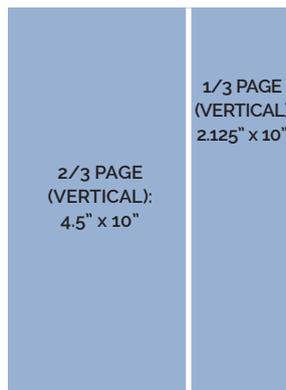
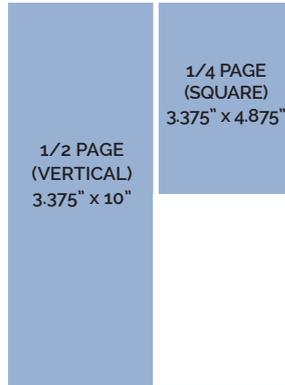
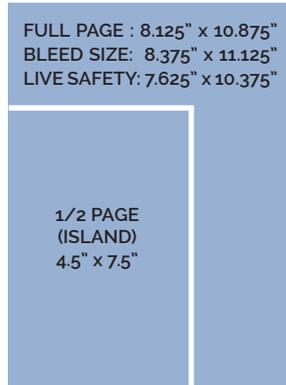
November 2018

Main Feature: The Education Issue
Product Coverage: Window Treatments
Issue Closing: October 5, 2018
Materials Due: October 12, 2018



RATES & SPECS

Paint & Decorating Retailer | 2018 Media Kit



BACK COVER: Earned frequency plus 25% **INSIDE COVERS:** Earned frequency plus 20%
PREMIUM PLACEMENT: Additional 10% off of earned frequency rate required to guarantee placement.

ADVERTISING DISPLAY RATES

FOUR COLOR RATES	1X	3X	6X	11X
1 PAGE	\$5600	\$4880	\$4610	\$4250
2/3 PAGE*	4470	4040	3820	3455
1/2 PAGE ISLAND*	3400	3115	2965	2685
1/2 PAGE	2820	2685	2460	2265
1/3 PAGE	2220	1950	1885	1675
1/4 PAGE	1690	1605	1505	1370
1/6 PAGE	1340	1255	1170	1100

* 2/3 page and 1/2 island ads run exclusively with editorial.
 All advertising rates are gross and a 15% commission can be deducted on any camera-ready materials.

Agency Commission

15% net 30 days. No commission on accounts over 30 days past due. Publisher may hold advertiser and its agency jointly and severally liable for all sums due and payable to publisher. Services performed by publisher are non-commissionable. No cash discount.

PRODUCTION GUIDELINES

FILE FORMATS

Preferred format is high resolution PDF (300 dpi).

MARGINS AND LIVE AREA

Final Trim: 8.125" x 10.875". Perfect bind. Add 1/8" bleed (.125") on any size that bleeds. Keep live matter at least 1/2" (.5") from final trim to avoid copy or images getting lost in gutter or too close to trim.

COLOR

All color, including photos, must be 4-color CMYK. Convert any spot colors to CMYK. We cannot accept RGB.

FONTS

All fonts must be included with InDesign or Illustrator files. We cannot guarantee legibility of reverse type that is smaller than 6 points.

IMAGES

All images should be high resolution (300 dpi) and included with all design documents. We cannot accept web images that have been manipulated to a higher resolution.

WHERE TO SEND FILES

Email: If file size is 5 MB or smaller, send to brandi@pdra.org.

Secure File Exchange: For files larger than 5 MB, go to www.pdra.org, click on SEND FILES, choose SECURE UPLOAD and follow the instructions.

COMBO PACKAGES (Internet, Inserts, etc.)

Contact Dan Simon at 800-737-0107 for rates.

SPECIAL POSITION

Full page or half page position only, guaranteed. Extra 10% of space charge.



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1401 Triad Center Dr., St. Peters, MO 63376
636.326.2636 | 800.737.0107 | Fax 636.229.4750
Email: info@pdra.org | www.pdra.org